



Dr. K. MARAN

Professor & Director, Co-Ordinator –ED Cell, Sri Sai Ram Institute of Management Studies - Sri Sai Ram Engineering College, Chennai, Tamil Nadu, South India

Mobile: 8754501112, Email: maran.mba65@gmail.com, directorsims@sairam.edu.in

PROFESSIONAL SUMMARY:

- Teaching experience of around 31 years
- Published around 259 articles in referred National and International journals
- Produced 51 Ph. D and 65 M. Phil candidates in Business Administration
- Obtained Rs. 6.50 lacs funded projects from Industry.
- Provided Consultancy services for industry worth of Rs. 4.8 lacs
- Obtained AICTE grant of Rs. 21 lacs for Seminar/FDP/Conference
- Acting as chief editor for National and International journals.
- Participated in 251 conferences organized by reputed universities, B - Schools in India and Overseas
- Organized 12 International conferences, 45 National conferences, 400 Seminars and 40 FDP and workshops.
- For the past 17 years, Acting as career guidance counselor for Engineering, Management and Industrial training Courses with the objective of societal orientation.
- Hosted more than 1100 programs for youth development and career guidance in various Television media in Tamil Nadu.
- Providing career guidance for more than 2.5 lakhs students across the world through various Institutions, print and Television media organized programs.
- Authored and Edited 20 Books
- Produced more than 100 University Ranks and 3 Gold medals

EDUCATIONAL QUALIFICATION:

DEGREE	SPECIALIZATION	YEAR	UNIVERSITY
Ph.D.	Business Administration	2003	Annamalai University
M.B.A.	Finance & Hr. Control Marketing Research & Advt.	1997	Annamalai University
M.Com.	Income Tax and Advanced Accounts	1988	Annamalai University
B.Com.	Company Secretarial Practice & Cost Accounts	1985	M.K. University
P.G.D.I.B.A. (International Business)	International Marketing & Global Financial Market & Forex	1998	Pondicherry University
B.Ed.,	Education	1991	Annamalai University
P.G.D.P.M & I. R	Personnel Management & Industrial Relations	1991	Annamalai University
P.G.D.Co. Op. M	Co-operation	1990	Annamalai University
P.G.D.I.T.	Information Technology	2000	MAHE Mani pal
P.G.D.T. T	Telecommunication Technology	2001	MAHE Mani pal
D.P.C.M.	Capital Market	1999	I.C.F.A.I.

Positions held at Sairam

S. No.	Designation	From	To
1	Professor	01.08.2005	Till date
2	HOD	01.08.2005	31.07.2008
3	Director	01.08.2008	Till date
4	Governing Council Member	2005	Till date
5	Academic Council Member	2018	Till date
6	AICTE Sponsored Entrepreneurship Development Cell - Coordinator	2011	Till date
7	NAAC Coordinator – AQR Submission	2016	

8	Autonomous Coordinator	2018	Till date
9	NIRF Coordinator	2017	Till date
10	IQAC Coordinator	2005	Till date
11	Grievance and Redressal Committee Member	2005	Till date
12	Anti Ragging and Anti Ragging Squad Committee Member	2005	Till date
13	Disciplinary Committee Member	2005	Till date
14	Liason Officer	2010	Till date

Previous Experience

Designation	College	From	To	Exp. in Years
Assistant Professor	Jaya Engineering Collge	02.01.1998	14.07.1998	06 months
Lecturer	SSKSS Arts College	16.08.1993	30.012.1997	4 yrs 05 months

Adjunct professor

- o Visiting Faculty for 3 years (1993 – 97) Sengamalthayar Women’s College, Mannarugudi.
- o 17 Years – PULC - Twinning programme at Loyola College & Pondichery University, Chennai.
- o Professional Apex University, Arunachal Pradesh.

GRANT / SPONSORED RECEIVED

- AICTE Grant received amount of Rs 8. Lakh 40 thousand for setting up ED CELL – for engineering and management students in Sairam Engineering College
- AICTE Sponsored received for conducting
 - **Faculty Development Programme**

- On Balance of Emotional Intelligence in working Environment for Teaching Faculty – December 2006 (Amount sponsored- 1.5 lakh)
- On Balance Impact of cultural values on BPO/ITES employee for Teaching Faculty, - Dec.9 to 15th – 2008 (Amount sponsored- 1.25 lakh)
- **Seminar**
 - International seminar on Viral marketing on December 2013 (Amount sponsored – 1.00 lakh)
- FDP Grant received amount of Rs 3,27,000 for Open Mining - An Insight into social media and customer service in 2019
- FDP Grant received amount of Rs 4,35,333 for Application of AI & MC for Effective management Teaching pedagogy in 2020

CORPORATE SPONSORED RESEARCH PROJECT

- Understanding client preferences towards sustainable relationship for Motherland Garments during March 2023- April 2024 (1 year) Rs 3 Lakhs.
- Market potential towards lithium battery usage with respect to electric vehicle May 2023- April 2024(1 year) Rs 2 Lakhs 10 thousand, for Maruthi Power Control Systems, Chennai

MANAGEMENT CONSULTANCY REVENUE

- E focus. Kalyana malai, Aachi masala, SVS oil - 2, 25,000
- Galaxy School of Business.

LIST OF PAPERS / ARTICLES PUBLISHED

1. **K. Maran et al.**, “Data Analytics of Start-Up in West ZoneZone With Reference To India”,Faculty of Commerce and Management, Eastern University Sri Lanka,2024
2. **K. Maran et al.**, "Data Analytics of Start-Up in South Zone With Reference To India." 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT). IEEE, 2024.
3. **K. Maran et al.**, “Social Media Marketing and Consumer Brand Co-Creation: A Theoretical Approach ”, IJRBMA, vol. 10, no. 1, pp. 1–9, May 2024.

4. **K. Maran et al.**, A Study on Impact of Micro Finance on Self Help Groups (SHGs) – Case of Chennai, Twentieth AIMS International Conference on Management, AIMS International, ISBN: 978-1-943295-20-3, PP:212-225. (UGC CARE).
5. **K. Maran et al.**, Data Analytics of Start-Up in South Zone With Reference To India, 2024 International Conference on Communication, Computing and Internet of Things, IC3IoT 2024 - Proceedings, 2024.
6. **K. Maran et al.**, the Role of the Internet of Things in the Telecom Sector, 2024 International Conference on Communication, Computing and Internet of Things, IC3IoT 2024 - Proceedings, 2024.
7. **K. Maran et al.**, THE SIGNIFICANCE OF BIG DATA ANALYTICS IN THE GLOBAL HEALTHCARE MARKET, 2024 International Conferences on Communication, Computing and Internet of Things (IC3IoT) | 979-8-3503-5268-9/24/\$31.00 ©2024 IEEE | DOI: 10.1109/IC3IoT60841.2024.10550417. (Scopus)
8. **K Maran , Harikumar Pallathadka**, Impact of Technology Startup on Economic Development with Reference to India and China, 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS) | 979-8-3503-9458-0/23/\$31.00 ©2023 IEEE | DOI: 10.1109/ICCEBS58601.2023.10448625. (Scopus)
9. **K. Maran et al.**, Impact of Big Data Analytics in Global Business for Sustainable Development, 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS) | 979-8-3503-9458-0/23/\$31.00 ©2023 IEEE | DOI: 10.1109/ICCEBS58601.2023.10448867.
10. **K. Maran et al.**, Analysis of tax planning initiatives and financial management practices for salaried employees, Asian Journal of Management and Commerce 2024; 5(1): 613-617.
11. **K. Maran et al.**, Mobile Tourism Application with Blogging Feature to Enhance Destination Marketing, 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS) | 979-8-3503-9458-0/23/\$31.00 ©2023 IEEE | DOI: 10.1109/ICCEBS58601.2023.10448671.
12. **K Maran, Harikumar Pallathadka**, DATA ANALYTICS OF START-UP IN SOUTH ZONE WITH REFERENCE TO INDIA, 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT) | 979-8-3503-5268-9/24/\$31.00 ©2024 IEEE | DOI: 10.1109/IC3IoT60841.2024.10550322.(Scopus)

13. **K Maran**, Performance Impact of Online Learning: Pre and During Covid-19 Perspectives from Sri Lankan Government Universities, 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS) | 979-8-3503-9458-0/23/\$31.00 ©2023 IEEE | DOI: 10.1109/ICCEBS58601.2023.10449248.(Scopus)
14. **K.Maran, Karthick Srivatchan**, A Study on Asset and Liability Management With Reference to Automobile Industry, International Journal of Scientific Research and Engineering Development-- Volume 7 Issue 3, May-June 2024, ISSN : 2581-7175, Page 1653-1657.
15. **K Maran , Harikumar Pallathadka**, DATA ANALYTICS OF START-UP IN SOUTH ZONE WITH REFERENCE TO INDIA, 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT) | 979-8-3503-5268-9/24/\$31.00 ©2024 IEEE | DOI: 10.1109/IC3IoT60841.2024.10550322.
16. **K. Maran et al.**, A Study On International Trade Documentation Process With Reference To India , International Journal of Retail Management and Research (IJRMR) ISSN (P): 2277–4750; ISSN (E): 23194502 Vol. 12, Issue 2, Dec 2022, 13 –18 © TJPRC Pvt. Ltd.
17. **K. Maran et al.**, A Study on Working Capital Management Performance with Reference to Manufacturing Sector International Journal of Accounting and Financial Management Research (IJAFMR) ISSN (P): 2249–6882; ISSN (E): 22497994 Vol. 12, Issue 2, Dec 2022, 73–78 © TJPRC Pvt. Ltd.
18. **K. Maran et al.**, A Study on Customer Satisfaction on Solar Products and Services with Reference to Chennai , International Journal of Business Management & Research (IJBMR) ISSN (P): 2249–6920; ISSN (E): 22498036 Vol. 13, Issue 1, Jun 2023, 19–24 © TJPRC Pvt. Ltd.
19. **K. Maran et al.**, (2022), "Customer adoption of online banking: an application of diffusion of innovation theory in srilanka" 2022 1st international conference on computational science and technology (iccst) | 978-1-6654-7655-3/22/\$31.00 ©2022 IEEE | doi: 10.1109/iccst55948.2022.10040441
20. **Mohamed Buhary Fathima Sanjeetha, Maran Kaliyamoorthy, SamsudeenSabraz Nawaz, C.R.Senthilnathan**, (2022) "IT professionals' choices for small and medium-sized businesses to use big data analytics" 2022 1st International Conference on Computational

Science and Technology (ICCST) | 978-1-6654-7655-3/22/\$31.00 ©2022 IEEE | DOI: 10.1109/ICCST55948.2022.10040366

21. **Dr.K.Maran, Dr.C.R.Senthilnathan, Dr. S.Usha, Dr. P.Venkatesh**, (2022), “Business analytics contribution in the growth of indian digital business” 2022 1st International Conference on Computational Science and Technology (ICCST) | 978-1-6654-7655-3/22/\$31.00 ©2022 IEEE | DOI: 10.1109/ICCST55948.2022.10040343
22. **Maran. k, Senthilnathan c.r, Usha s, Venkatesh p**, (2022) “Impact of Solar Energy on Mitigating Climate changes for a Sustainable Development in India” 2022 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS) | 978-1-6654-6275-4/22/\$31.00 ©2022 IEEE | DOI: 10.1109/ICPECTS56089.2022.10046744
23. **Dr.K.Maran, Dr.P.Priyadharshini&Dr.V.Dhayalan**, (2022) “A study on international trade documentation process with reference to India” International Journal of Retail Management and Research (IJRMR) ISSN (P): 2277–4750; ISSN (E): 23194502 Vol. 12, Issue 2, Dec 2022, 13 –18 © TJPRC Pvt. Ltd.
24. **Dr. K. Maran, dr. P. Priyadharshini & dr. V. Dhayalan** (2022) “A Study On Working Capital Management Performance With Reference To Manufacturing Sector” International Journal of Accounting and Financial Management Research (IJAFMR) ISSN (P): 2249–6882; ISSN (E): 22497994 Vol. 12, Issue 2, Dec 2022, 73–78 © TJPRC Pvt. Ltd.
25. **Dr. K. Maran, Dr. P. Priyadharshini & dr. V. Dhayalan** (2022) “A Study On Customer Satisfaction On Solar Products And Services With Refernce To Chennai” International Journal of Business Management & Research (IJBMR) ISSN (P): 2249–6920; ISSN (E): 22498036 Vol. 13, Issue 1, Jun 2023, 19–24 © TJPRC Pvt. Ltd.
26. **K.Maran, P.Priyadarshini, P.Venkatesh** (2022), “ Impact of Enumuration Factors on Effective Self Help Group (SHG) Functioning” International Journal of Early Childhood Special Education, ISSN: 1308-5581, Vol:14(3), PP:3638-3643
27. **K.Maran, Anitha Bai, T.Prabhakaran, S.Usha, C.R.Senthilnathan** (2022), “Key Factors Influence For Formation Of Self Help Group” International Journal of Early Childhood Special Education, ISSN: 1308-5581, Vol:14(3), PP:2181-2185
28. **K.Maran, Priyadarshini.P, Jenifa.L, Senthilnathan.C.R, Venkatesh.P** (2022), Proceedings of the 2021, 4th International Conference on Computing and Communications Technologies, ICCT 2021, PP: 267-272.

29. **K.Maran Padma prabha, Micked Aancy, P.Venkatesh, C.R.Senthilnantha(2022)**”An Empirical Study on the impact of macro-Economic Variables on Asian Stock Markets Returns” Iranian Journal of Accounting ,Auditing and Finance,vol:6,No:1Serial:18,E-ISSN: 2717-4131,P-ISSN:2588-6142
30. **K.Maran, C.R.Senthilnantha, Kaldeen Mohamed Mubarak((2022)**”Social media Empowerment on Youth career Development-A Study with Reference to India” Smart Journal of Business Management,ISSN:2321-2012 Vol:18,
31. **Dr.K.Maran* , L.Rekha** , Mr.A.Rajan Babu*** , Dr. Mahdi Salehi****(2021) ”** A Study On Factors Influencing Employee Job Satisfaction In Automobile Industries In Kanchipuram District” Ilkogretim Online - Elementary Education Online, 2021; Vol 20 (Issue 1):, pp. 5024-5031, doi: 10.17051/ilkonline.2021.01.537
32. **K.MaranC.R.Sentilnathan, P.Priyadharshini,K.Murugan (2021)** “Effectiveness on E-Learning System in Higher Education Natural Volatiles and Essential Oils .Vol: 8(5)PP- 8191-8196
33. **Jayarajan Kootattu,A.Monoselvi,K.Maran,P.Priyadharshini (2021)** “Customers Perception on Branded Apparels –An Empirical Study with reference to Indian Mens Garments-Indian Market”, Natural Volatiles and Essential Oils .Vol: 8(5)PP-8174-8180
34. **Anu C Sekher, A. Monoselvi, K.Maran,P.Venkatesh(2021)** “A study on School Childrens Perception Towards Frequency of Visits and Selection of Junk Food Retail Chain Store” Natural Volatiles and Essential Oils .Vol: 8(5)PP-8181-8190
35. **K.Maran,T.Sivagami, C.R.SenthilnathanS.Sankar and V.Hemanthkumar(2021)** Empowerment of Rural Entrepreneurs and Influencing Factors for Performing Business in India. International journal of Accounting and Business Finance(ABDC) ,University of Jaffan Vol:no:7 Pp 144-154
36. **C.Padma Prabha, K.Maran(2021)**”Asian Stock Markets Integration-An Empirical Approach”(Journal of Emerging Technologies and Innovative Research JETIR) Vol No:8,Issue No:4 ISSN :2349-5162.
37. **R.Sangeetha Lakshmi ,Dr.K.Maran(2021)**” Buying preference and behavior patterns of Small Car Owners segment in Chennai City,Sambodhi(UGC Care) Vol No:44 No:1 (XVII) ISSN: 2249-6661 PG No: 163-166

38. **Dr.K.Maran, Moonisha.K, Dinesh S.Patel, Dr.Maran Mari Muthu, Dr.V.Anbazhagan(2020),**"Application Of Neuromarketing Techniques In Fmcg Products Advertising" Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 2): pp. 2058-2065
39. **Dr.K.Maran, R.Guna, Mr. Srivatsan R , Prof. MIM. Hilal(2020)**"Investor's Perception Towards Long Term Financial Plan", Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 4):, pp. 6521-6532
40. **Dr.K.Maran, Maanasa Devi.S, Mr.Y. Thiyagarajan, Dr. Arhan Sthapit(2020)**"An Empirical Investigation Of Wage Discrimination Among Construction Workers In India", Ilkogretim Online - Elementary Education Online, 2020; Vol 19 (Issue 3): 4520-4534
41. **Immaculate, P.S., Maran, K.(2020)**Work life balance of women employees in manufacturing sector with respect to madras export processing zone (MEPZ), Test Engineering and Management vol:83,pp:7469 7475,ISSN:0193 4120
42. **R.Sangeetha Lakshmi and K.Maran(2020)** "Influence of brand name on car purchase decision with special reference to Chennai South Zone" International Journal of Business Intelligence and Innovation, Vol.1, ISSN:2348-4708, PP.94-100
43. **C.Padmaprabha.K.Maran (2019)**Testing for Random-walk Behavior of stock prices in select Asian stock markets,International journal of research and Analytical Reviews vol-6,pp-2349-5138,E –ISSN 2348-1269
44. **Dr. K. Maran , Harikrishnan , Dr.V.Anbazhagan , Dr.T.Velnampy(2020)** "A Study On Employee Grievance Handling System With Reference To Hi P Tech Moulding Components" Studies in Indian Place Names (UGC -Care) Vol 40 issue1s1 page 115,ISSN-2394-3114
45. **Dr. K. Maran , S. GunaSekara Pandian , Sathyanarayanan(2020)** "A Study On Market Potential For Iot Based Electrical Energy Monitoring System" Studies in Indian Place Names (UGC -Care) Vol 40 issue1s1 page 121, ISSN-2394-3114
46. **Dr. K. MARAN , GOLDALIN. T , MR. SANDEEP(2020)**" A Study On Emotional Intelligence Of Employees With Reference To Venture Lighting India Private Limited" Studies in Indian Place Names (UGC -Care) Vol 40 issue1s1 page 126, ISSN-2394-3114
47. **K.Maran 1 , R.Nandhinee , M.Jayaprakash , Maran Marimuthu(2020)**" A Study On Technical Analysis Of Commodity Market With Special Reference To Gold And Silver"

Studies in Indian Place Names (UGC -Care) **Vol 40 issue40s1 page NO 11**, ISSN-2394-3114

48. **K.Maran , S.Parameshraj , Dr.R.Jeyalakshmi , Mr.Venkatraman(2020)** “A Study on Receivables Management With Reference To CastwelAutoparts Pvt Ltd” Studies in Indian Place Names (UGC -Care) **Vol 40 issue40s1 page NO 16**, ISSN-2394-3114
49. **Dr.K.Maran , Ms.S.Pavithra , L.Arunachalam , SamsudeenSubraz Nawaz(2020)**” A Study On Employee Retention And Engagement Through Mentoring And Counseling With Reference To Sitel” **Vol 40 issue40s1 page NO 21**, ISSN-2394-3114
50. **K. Maran , J. Praveen Babu , V. Anbazhagan, G. Ramakrishnan(2020)**” A Study On Effectiveness Of Recruitment And Selection Process With Reference To Sitel” Studies in Indian Place Names (UGC -Care)**Vol 40 issue40s1 page NO 27**, ISSN-2394-3114
51. **H.MickalAancy,K.Maran(2019)**Influence of Television Advertisements on school going Children’s buying Behaviour of Junk foods in Chennai, International journal of research and Analytical Reviews vol-6, pp-30-33,E –ISSN 2348-1269
52. **V.Selvakumar and K.Maran (2019)** “Role of e-learning practices for teaching faculty on enhancing institutional climate at self-finance engineering colleges at Chennai city” The online journal of distance education and e- learning, Vol.7, Issue.1, ISSN: 2147-6454.
53. **V.Selvakumar, K.S.Usman Mohideen, H.HariHarasudha and K.Maran (2019)** “A factual research on employee green behavior in selected medical research centres-medical tourist staff’s perspective” International Journal of Recent Technology and Engineering, Vol.8, Issue.2S11, ISSN: 2277-3878.
54. **K.Santhi and K.Maran(2019)** “Cashew nut shell liquid and kernel export performance of India” International Journal of Advanced Scientific Research and Management, Vol.4, Issue.2, ISSN: 2455-6378,PP.55-62.
55. **P.Venkatesh and K.Maran(2019)** “ A study on risk management with reference to Ashok Leyland” International Journal of Management, Technology and Engineering, Vol.IX, Issue.VI, ISSN: 2249-7455, PP.2451-2464.
56. **K.Santhi and K.Maran(2019)** “Forecasting export of cashew kernel from India using ARIMA model” Think India Quarterly Journal, Vol.22, Issue.4, ISSN: 0971-1260, PP.6843-6852.

57. **S.Gunapalan & K.Maran (2019)** The Impact Of Emotional Intelligence On Leadership Excellence Of Executive Employees In Public Sector Organization In Ampara District Of Sri Lanka ,Restaurant Business Vol-118-Issue-9- ISSN:0097-8043
58. **K.Maran&K.Shanthi(2018)** An Overview on Export of Cashew nuts from India,Shankya International Journal of Management & Technology ,vol-7,Issue -1 pp-117-126 ISSN-0975-3915
59. **Mickleancy&K.Maran(2018)** Advertising Foods To Children-M- infiniti-Journal of Management Vol-13,Issue -2,pp-37-45 ISSN 0973-7197
60. **P.Venkatesh and K.Maran(2018)** “Impact of various financial indicators on profitability of selected steel companies in India” M-infinity Journal of Management, Vol.12, Issue.1, ISSN: 0973-7197, PP.73-79.
61. **M.Vetriselvi, V.Suresh, K.Maran and V.M.Ponniiah(2018)** “A study on customer’s satisfaction on affiliate marketing in E-Commerce business with reference to Chennai city” International Journal of Pure and Applied Mathematics, Vol.3, Issue.1, ISSN: 1314-3395, PP.735-743.
62. **k.S.Usman Mohideen, S.Vasanthakumar and K.Maran(2018)** “An empirical evaluation of interdependence between underlying factors directing consumer’s response creation and media advertisement-A special focus on consumer packaged goods in south Indian stance” International Journal of Mechanical and Production Engineering Research and Development, Vol.8, Issue.3, ISSN: 2249-6890, PP.985-991.
63. **V.Suresh, M.Vetriselvi, K.Maran and A.R.Shanmuga Priya(2018)** “A study on impact of an affiliate marketing in E-business for consumer’s perspective” International Journal of Engineering and Technology, Vol.10, Issue.2, ISSN: 2319-8613, PP.471-475.
64. **V.Suresh,K.Sadasivan, M.Vetriselvi and K.Maran(2018)** “Determinants of factors influence to purchase the branded laptop on E- Commerce” Asian-African Journal of Economics and Econometrics, Vol.18, Issue.1, PP.93-99.
65. **J.Badrinarayanan, K.Maran and S.Gunapalan(2018)** “An empirical study on factors influencing consumer satisfaction: A study in relation to branded shirts” International Journal of Mechanical and Production Engineering Research and Development, Vol.8, Issue.3, ISSN: 2249-6890, PP.1644-1649.

66. **R.Jeyalakshmi and K.Maran(2018)** “Potential market identification for petroleum coke in South India” M-Infiniti Journal of Management, vol.12, Issue.1.ISSN:0973 7197
67. **R.Aarthialamelu and K.Maran(2018)** “Influence of word of mouth communication on consumer buying behavior towards white durable goods” International Journal of Commerce, Vol.6, Issue.1, ISSN: 2320-4168, PP.206-255.
68. **R.Aarthialamelu and K.Maran(2018)** “A measure on perceived service quality of white durable goods retailers” International Journal of Multidisciplinary Researches, Vol.04, Issue.5, ISSN: 2349-8684, PP.108-111.
69. **R.Aarthialamelu and K.Maran(2018)** “A study on consumer’s preference towards product features with reference to white durable goods” M-infiniti Journal of Management, VOL.12, Issue.3.
70. **R.Aarthi alamelu and K.Maran(2018)** “A study on customer satisfaction-customer loyalty relationship: An empirical analysis of durable goods.” International Journal of Research and Analytical Reviews, Vol.5, Issue.4, ISSN: 2348-1269.
71. **V.Selvakumar and K.Maran (2018)** “Perception on faculty academic relationship management in higher education with reference to self financing engineering colleges” International Journal of Engineering and Technology, Vol.7, Issue.1, ISSN: 1793-8236, PP.56-59.
72. **V.Suresh, S.Jahira Parveen, A.R.Shanmugapriya and K.Maran (2017)** “A study on online user’s perception on branded laptops at Chennai” Journal of Advanced Research in Dynamics and Control Systems, Issue.15, ISSN: 1943-023X, PP.720-724.
73. **R.Jeyalakshmi and K.Maran(2017)** “Effectiveness of print advertising among parenting magazines-A study with reference to parent circle, the child and mother and baby” Annamalai International Journal of Business Studies and Research, vol.8, Issue 2, ISSN-0975-749X, PP.57-64.
74. **P.Venkatesh and K.Maran(2017)** “Dividend behavior analysis of selected steel companies in India-A descriptive study” International Journal of Multidisciplinary Research, Vol.5A, Issue 2, ISSN: 2321-5739, PP.68-74.

75. **R.Jeyalakshmi and K.Maran(2017)** “Credit appraisal process using Z- score-A study with reference to state bank of India” Sankalan International Multidisciplinary Peer Reviewed Research Journal, vol.2, Issue.2,PP.594-597.
76. **R.Aarthialamelu and K.Maran(2017)** “Consumers perception towards white durable goods-A review model and conceptual framework” TRANS Asian research Journal, Vol.6, Issue.12, ISSN: 2279-0667, PP.50-56.
77. **G.Sridhar, T.R.Rangarajan and K.Maran (2017)** “A study on risk transfer due to partially completed inputs from home office to agencies in project and engineering management of EPC projects” Journal of Advanced Research in Dynamics and Control Systems, Issue.13, ISSN: 1943-023X, PP.692-699.
78. **K.Maran and G.Sridhar (2017)** “A study on the effectiveness of historic data in optimizing the efforts and resource allocation for design and engineering activities of an EPC project” Journal of Advanced Research in Dynamics and Control Systems, Issue.15, ISSN: 1943-023X, PP.383-391.
79. **V.Suresh, A.R.Shanmugapriya,V.M.Ponniah, R.Seetharaman andK.Maran(2017)** “A study on conceptual framework of technology acceptance model for online purchasing of branded laptop” International Journal of Pure and Applied Mathematics, Vol.118, Issue.20, ISSN: 2279-0667, PP.50-56.
80. **K.Maran and T.Praven Kumar (2017)**A Study on Employee Perception of Retention Strategies With Reference To Software Industry in India"" SCOPUS INDEX JOURNAL titled Man In India Vol.97 April (2017). ISSN : 0025-1569
81. **Jayamukundan, and K.Maran (2017)** ""Analysis of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education in India" SCOPUS INDEX JOURNAL titled International Journal of Economic Research (IJER), Vol.14 April . (ISSN: 0972-9380)
82. **BadhriNarayana, and K.Maran(2017)** ""A Study On Branded Apparels Customers Purchase Behavior With Reference To India" SCOPUS INDEX JOURNAL titled "International Journal of Applied Business and Economic Research, Vo15 April . ISSN : 0972-7302
83. **Suresh, and K.Maran(2017)** Published a Research paper titled "The Factors Influencing Customer Satisfaction on Branded Laptops through E- Commerce in Chennai""

SCOPUS INDEX JOURNAL titled "International Journal of Applied Business and Economic Research, Vo15 April (2017). ISSN : 0972-7302

84. **Mr.Selvakumar, K.Maran(2017)** "Impact of faculty involvement in self financing institutions towards job satisfaction " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp351-359
85. **K.Maran(2017)** "Impact of advertising on consumer purchase decision with reference to shri harini media ltd Chennai " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July Held at University of Jaffna, Srilanka. ISBN –2448-9883 pp525-535
86. **Sridhar,and K.Maran(2017)** Published a Research paper titled “ An empirical study on supplier relationship using vendor analysis with special reference to it infrastructure service sector, Chennai, India " in conference proceedings of 4 th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th JulyHeld at University of Jaffna, Srilanka. ISBN –2448-9883 pp536-542
87. **V.Suresh, K.Prabhakar, K.Santhanalakshmi and K.Maran(2016)**“Applying Technology Acceptance Model(TAM) to determine the factors of acceptance in out-patient information system in private hospital sectors in Chennai city” Journal of Pharmaceutical Sciences and Research, Vol.8, Issue.12, ISSN: 0975-1459, PP.1373-1377.
88. **V.Selvakumar and K.Maran(2016)** “An analytical study on engineering faculty perception on key institutional climate with reference to Tamil Nadu” International Journal of Printing, Packaging and Allied Sciences, Vol.4, Issue.6, ISSN: 2320-4387.
89. **K.Maran(2016)** Published a Research paper titled “Role of micro finance in the growth of SHG – A recent literature review in India” in Intercontinental journal of finance research review Vol.4, Issue 4 pp.92-100 , ISSN 2347-1654
90. **Anbazhgan, and K.Maran(2016)** “Post purchase behavior of two wheelers with respect to 100cc motorcycles” in Annamalai business review Vol.10, pp.-12, ISSN 0974-1690 Jan- Jun

91. **Jayalakshmi, and K.Maran(2016)** “ Monetary policies and the Indian stock market” in International Journal of Trade and global business perspectives Vol.3, pp. 2706-2713, ISSN 2319-9059 July- Sep 2016
92. **Swaranalatha, and K.Maran (2016)**“ An analysis of work life balance of women employees & the quality of worklife in manufacturing sector” in International Journal of entrepreneurship and business environment perspectives Vol.5(3), pp. 2608-2615, ISSN 2279-0918 July- Sep 2016
93. **Ramakrishnan, and K.Maran(2016)** “A Study On Employees’ Perception On Retention Strategy Based On Present Working Environment In Beverage Industry In Chennai” in International Journal of Recent Scientific Research Vol.7, Issue, 7, pp. 12536-12540, July, 2016 ISSN: 0976-3031
94. **Ramakrishnan, and K.Maran(2016),** “Analysis of Generation Y's Perception on Leadership Factors Affecting Retention in the Beverage Industry” in Prabandhan: Indian Journal of Management ,Vol 9 Issue 8
ISSN 0975-2854 (Scopus listed)August P.no 41-49
95. **Suresh, and K.Maran(2016)** “A Study on Factors Determining Social Media onCosmetic Products” in Journal Of Pharmaceutical Science And Research , Vol. 8(1), 2016, 1-5 ISSN- 0975-1459
97. **V.M.Ponniah, R.Seetharaman and K.Maran(2015)** “A study about user perception towards social media marketing” International Journal of Applied Engineering Research, Vol.10, Issue.20, ISSN: 0973-4562, PP.41629-41635.
98. **Suresh, and K.Maran (2015)** “A Study on Factors Determining Social Media on Cosmetic Products” in International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 20 pp 41629-41635
99. **Sujatha, and K.Maran (2015)** “Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in proceeding of International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs), Bali organized by DPU & Kedge business school , Bali
100. **Usha, and K.Maran (2015)** “A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India ” in proceeding of International conference -

Global Advanced Research Conference on Management and Business Studies (Garcombs), Bali organized by DPU & Kedge business school , Bali

101. **K.Maran (2015)** “A Study On Buyers Perception Of Online Marketing With Reference To Consumer Durable Product” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
102. **Jayalakshmi, and K.Maran(2015)**” A Study On Day Of The Week Affects On Share Price Volatility For Select Companies Listed In NSE ” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
103. **Imaculate, and K.Maran(2015)**“Study On Employees’ Retention Rate In Sriperumbudur Industrial Area” in Annamalai Business Review, Special Issue, October – ISSN 0974-1690
104. **K.Maran (2015)** “A Study On Employee Engagement In Ashok Leyland Limited, Chennai” in International Journal of Business Intelligence & Innovation, Special Volume ISSN 2348 4705
105. **K.Maran(2015)**” An Comparative Study Of Work life Balance In Various Industrial Sectors In Chennai” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
106. **Selvakumar and K.Maran(2015)**” Faculty Perception Towards Institutional Climate With Respect To Self Financing Engineering Colleges” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October
107. **Imaculate, and K.Maran (2015)** “A Study On Managing Employee Retention In It Industries, Chennai” in Annamalai International Journal of Business Studies and Research, Special Issue, October 2015-ISSN- 0975-749X
108. **S.Usha, and K.Maran (2015)** “Work life Balance Of Women Employees In Banking Sector With Special Reference To Chennai City” in Annamalai Journal of Management” A Journal of Virtu”, Special Issue, ISSN -0974-0406, PP-74-78.
109. **K.Maran(2015)**” Impact Of Online Advertising And Sales Promotion In Revenue: An Empirical Study With Reference To FMCG” in INTERNATIONAL JOURNAL ON ADVANCED RESEARCH, Special Issue, ISSN-2347-8446, October.

- 110.**K.Maran(2015)** “A Study On The Impact Of As-Built Documentation In The Management Of Brown- Field EPC Projects” in Vels Management Journal A Half Yearly Journal Of Management And Research-Volume: 3 Issue No.: 2 June ISSN:2250-123
- 111.**Suresh, and K.Maran(2015)** “ Innovative Strategic Issues Social Media Networking” in Impact International Journal of Advance Research, Vol.7, Issue1, October - ISSN 2347-8446
- 112.**K.Maran(2015)** ” The Fertilizer Scenario And Need For Joint Ventures Abroad” in International Journal Of Commerce,Vol.2 Issue No.3 July- December ISSN:2394-9597
- 113.**Usha, and K.Maran (2015)**” A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with reference to Chennai” in Impact International Journal Of Management Science Volume – 7 Issue – 1, October - ISSN 2347 – 856
- 114.**S.Sankar,and K.Maran (2015)** “Performance evaluation of selected leading public sector banks in India ” in International journal of management and behavioral sciences (IJMBS) ISSN -2278-5671, Vol ,6-7, PP- 326-332.
- 115.**K.Maran,C.V.Jayakumar, and Lawrence Thomas (2015)**“ A Study on institutional influence on effectiveness of entrepreneurial development program me with reference to engineering students “ in International journal of management and behavioral sciences (IJMBS) ISSN -2278-5671, Vol ,6-7, PP.327-332.
- 116.**S.Usha, and K.Maran (2015)** “ A work life balance of women employees – A study with reference to banking sector in Chennai ” Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, PP.74-77.
- 117.**C.R.Senthilnathan, and K.Maran (2015)** “Entrepreneurial climate for the development of entrepreneurs in Tamilnadu” Annamalai Business Review, ISSN -0974-1690 Special Issue, PP.202-207.
- 118.**K.Maran, and P.Venkatesh (2015)** “ Futures and option (F& o) Market in India ” in Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal ISSN -0975-749X, Special Issue, PP-79.
- 119.**K.Maran, and R.Arunkumar(2015)** “A Study on Impact of Stress on Job Satisfaction with reference to BPO Employees in Chennai” in SSN 2251-1571- Volume :05, PP. 188-195.

- 120.**K.Maran and R.Jayalakshmi (2015)** “ The impact of macroeconomic factors on Indian stock market ” in Annamalai International Journal of Business Studies & Research (AIJBSR)a. peer reviewed global impact factor journal ISSN -0975-749X, Special Issue,.PP-8-13.
- 121.**K.Maran and V.Dhayalan (2015)** “ Impact of infrastructure in self financing institutes towards job satisfaction ” in M-Infiniti Journal of Management, ISSN -0973-7197,Special Issue, PP-297-303.
- 122.**Arthi,Alamelu,and K.Maran(2015)** “A Study on factors influences Consumers Durable users with reference to Refrigerator in Chennai” in International Research Journal of Business and Management [IRJBM] ISSN: 2322 – 083X, **Impact Factor: 2.93**, Volume Issue6,
- 123.**K.Maran, and V.Chandrashekar (2015)** “A Study On Students Perception Of Employability Skills With Respect To Engineering Institution” in International Journal of Research in Engineering, Social Sciences ((ISSN 2249-9482), Volume 5 Issue 3 PP. 21-3
- 124.**Anbazhagan, and K.Maran(2015)** “A Study On Factors Influence On Two Wheeler Customer Satisfaction With Reference to Chennai” in International Journal of Management And Social Science Research Review - IJMSRR (**Impact Factor 0.348** E- ISSN - 2349-6746 , ISSN-2349-6738 PP- 13-148
- 125.**K.Maran, V.Rohini and T.Praveenkumar (201)**“A Study On Employee Perception On Attrition With Reference To BPO In India ” in MANAGEMENT TODAY , ISBN- 9789384389048, PP-93-96.
- 126.**Rohini, and K.Maran(2015)** “A study on BPO employees stress on balancing the job with reference to Bangalore city” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 pp. 5-13
- 127.**Chandrasekar, and K.Maran(2015)** “ A Study On Engineering Students Employability Skills For Excellence In Career With Reference To India” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 (2015) pp. 79-84
- 128.**Rohini, and K.Maran(2015)** “Analysis Of Personal , Social & Professional Wellbeing Of Women Employees: An Empirical Study With Reference To Indian BPO Sector, in

International Journal of Applied Engineering Research ISSN 0973-4562 Volume 10, Number 2 pp. 2749-2759 ,Research India Publications(SCOPUS LISTED)

- 129.**Rani, and K.Maran(2015)** “ A Study On consumer durables users satisfaction and preference with reference to refrigerator in Chennai” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 pp. 58-63
- 130.**Anbzhagan, and K.Maran(2015)** “A Study On Factors Influence On Two Wheeler Users Satisfaction With Reference To Chennai” in SPIM INTERNATIONAL JOURNAL OF MANAGEMENT RESEARCH, ISSN 2394- 5842 Volume 1, Issue 1 pp. 58-63
- 131.**K.Maran& Lawrence Thomas &Priyadharshini Palanichamy(2015)** Professional Student’s Perception on Effectiveness of Entrepreneurship Development in “Twelfth AIMS International Conference on Management(AIMS- 12) January 2-5, 2015 IIM Kozhikode” ISDN: 978-81-924713-89
- 132.**S.Sankar, and K.Maran (2014)** “Niche Areas of Improvement in Banking Education" in International conference on Biggest challenge facing education today (ISBN 978-93-83869-11-4), PP-325-331.
- 133.**Selvakumar, and K.Maran(2014)** “Impact of infrastructure in self financing institutes towards job satisfaction”- Biggest Challenge facing Education Today" (ISBN 978-93-83869-11-4)
- 134.**K.Maran, A.Shobana and B.Ramya (2014)** “Quality of engineering and management education – A key factor for sustainable education in India" Biggest challenge facing education today (ISBN 978-93-83869-11-4), PP-366-372.
- 135.**S.Usha, and K.Maran(2014)** Published a Research paper titled “Relationship between Transformational Leadership And Organizational Citizenship Behaviour In Indian Banking Sector" in International Journal of world Research Vol: I Issue VIII, August , Print ISSN: 2347-937X
- 136.**K.Maran, and S.Usha (2014)** “Work Life Balance Of Women Employees Satisfaction – A Study With Reference To IT Sector In India" in Asia Pacific Journal of Research Vol: I Issue XV, ISSN: 2320-5504, E-ISSN-2347-4793.

137. **Rani, and K.Maran(2014)** Published a Research paper titled "A Consumer perception towards white goods study reference to washing machines in Chennai" in International Journal of Economic Research, vol: 11/Jan-Dec ISSN 0972 – 9380. (Page No: 549-553)
138. **Rani, and K.Maran (2014)** "A study on consumer's possession, purchase and usage of washing machines in Chennai" in International Journal of scientific research Indexed with international ISSN Directory, Paris. Vol: 3 Issue 4, April , Print ISSN: 2277-8179,PP-26-28.
139. **Nirmala venkatraman, and K.Maran(2014)** Published a Research paper titled "Teaching Professional Stress: An Empirical Study With Reference to Women in India" in International Journal Of Innovative Research & Development, vol: 3/ issue: 7/July ISSN 2278 – 0211 (Online)
140. **K.Maran(2014)**Published a article titled "Value added courses for engineering students" in Aval vikatan Tamil magazine, in May edition
141. **K.Maran, and Nirmala venkataramani (2014)** "Employee stress in Teaching Professional: An empirical study with reference to women in India "in Mc Stanford Journal of International Management, vol: 1, issue: 10, ISSN –2321-1652, PP-1-6.
142. **V.Chandra Shekar, and K.Maran (2014)** "Engineering students perceptions on employability skills with reference to engineering graduates in India in "ICCM a.-proceedings " vol: 1/ issue: 1/. ISSN –2362-0536 ,pp383-391.
143. **P.S.Usha, and K.Maran (2014)**"Organizational commitment among IT professionals the effect of transformational leadership in "ICCM" vol: 1/ issue: 1/. ISSN–2362-0536 ,PP-392-398.
144. **K.Maran, and Venkathesh (2014)** "A study on performance evaluation of selected cement and steel companies listed in NSE, India" vol: 1/ issue: 1/. ISSN –2362-0536 ,pp399-403.
145. **K.Maran, and R.Arunkumar (2014)**"Analysis of employees stress on performance of job with reference to BPO" in "ICCM " vol: 1/ issue: 1/. ISSN 2362-0536 ,404-412.
146. **K.Maran, and S.Sankar (2014)** "A study on performance evaluation of select banks in India in "ICCM " vol: 1/ issue: 1/. ISSN –2362-0536 ,PP-413-419.
147. **K.Maran (2014)** "A study on faculty job satisfaction and its impact on students satisfaction with reference to management institutes in chennai "ICCM " vol: 1/ issue: 1/. ISSN –2362-0536 ,pp 420-424

- 148.**Anbazgan, and K.Maran(2014)** “analysis of users satisfaction on two wheeler segment performance with reference to Chennai in “ICCM “ vol: 1/ issue: 1/. ISSN–2362-0536 ,pp 499-509
- 149.**K.Maran, and C.R.Senthilnathan (2014)** “Dimensions of store loyalty towards supermarkets in Chennai“vol:1/issue:1/.ISSN–2362-0536,pp511-517
- 150.**S.Sankar, and K.Maran (2013)** “Market trading in India – customer perception” in international journal of exclusive management research vol: 3, issue: 1, ISSN – 2249-8672, PP 3-8.
- 151.**K.Asokan, and K.Maran (2013)** “ A preliminary study on stress overcome factors among women medical practitioners in Chennai in Annamalai journal of management vol: 6/ issue:2. ISSN – 0974-0406, pp-20-21.
- 152.**V.Chandrashekar, and K.Maran (2013)** “Employability skills: Need of the hour of fresh engineering graduates in India in Global journal of Business and management Research vol: 1, issue: 1,ISSN – 2347-7814, pp-38-42.
- 153.**T.Sivagami, and K.Maran (2013)** “Study on perception of employee towards quality of work life with respect to granite industries in krishnagiri district “in Annamalai journal of management vol: 6/ issue: 1, ISSN – 0974-0406,pp-57-59.
- 154.**Premamanoharan, and K.Maran (2013)** “Impact of age on the perception about quality of work life in Sankhya- International journal of management and technology; vol: 3 / issue: 2 ISSN – 0975-3915, pp-74-78.
- 155.**C.R.Senthilnathan ,and K.Maran (2013)** “The impact of situational factors on purchasing in departmental store “in Annamalai Business Review vol: 4, issue :2,ISSN – 0974-1690, pp-17-20.
- 156.**K.Maran(2013)** “An Empirical analysis of work life balance of women employees in banking sector with reference to Chennai “in Annamalai journal of management vol: 6/ issue :2 / December 2013. ISSN – 0974-0406,pp76
- 157.**S.Ramakrishnan, and K.Maran (2013)** “Training and development in banking sector in International journal of management science; vol: 3 / issue: 4 / December 2013. ISSN – 2347-856,pp 31-34.

158. **Saiju, M John and K.Maran (2013)** “Exploring the Factors Influencing Retail and Bazaar Trade for Promoting Two Wheeler Lubricants “in Global journal of Business and management Research vol: 1, issue: 1. ISSN – 2347-7814, pp-101-104.
159. **S.Panboli, and K.Maran (2013)** “Level Of Emotional Intelligence Among Ites Employees In Chennai City “in Annamalai Business Review vol: 4, issue :1, ISSN – 0974-1690,pp1-5.
160. **K.Maran(2013)**“perceptive online shopping buying behaviour “in Annamalai journal of management vol: 6/ issue :2 /December. ISSN – 0974-0406,pp40
161. **J.Rani, and K.Maran (2013)** “An impact of demographic variables on consumer preference with reference to Air - conditioner” in PARIPEX - Indian Journal of Research ; vol: 2 issue:7 , ISSN - 2250 – 1991, PP:58-59.
162. **J.Rani, and K.Maran (2013)** “Study on consumers expectation, satisfaction and preference towards Refrigerator” in ICMIS - International conference on management and information system, Bangkok. ISBN - 978 -81-924713-4-1PP.242-245.
163. **K.Maran(2013)** “IndrayaIlangargalinKaiyalEthirkala India” in PuthiyaTharisanam Tamil magazine, in June edition pp 26-27
164. **B.Venkateswara Prasad, and K.Maran (2013)** “Succession Planning Avoids Inevitable Attrition – A Empirical Insight ” in GITAM, Journal Of Management , Volume 1, Issue 1, ISSN :0972740X.
165. **C.R.Senthilnathan, and K.Maran (2013)** “Customer Satisfaction and Loyalty on Departmental Stores” in Business confluence, Loyala Journal Of Commerce, Volume 1, Issue 1, pp. 43-52.
166. **Saiju M John & K. Maran (2012)**Retailing and consumer Behavior Linkages to Branding at women apparel International Journal of research in commerce, IT Management,Vol-2, IssueNo-7 PP.-38 ISSN 2231-5756
167. **K.Maran & V.Dhayalan (2012)**Job satisfaction among Teaching professionals in self financing Engineering Colleges, Chennai, India.(P-No-44) in Research Paradigms in Management (P-No-44)ISBN 978-93-81568-82-8
168. **P.Priyadarsini, and K.Maran (2012)** “Employee Attitude Towards Organization Culture With Special Reference to Automobile Industry” In International Journal of contemporary commerce, Volume 1, Issue 1, pp. 43-47, ISSN : 2319-958X.

- 169.**K.Maran, Nirmala Venkataramani, and R.Udhayasankar (2012)** “An Empirical Study Of The Stress Management Of Women Faculty ” In Social Glance – Journal Of Social Science And Humanities, Volume 1, Issue 1,ISSN:2319-3654,PP-29-39.
- 170.**C.R.Senthinathan, and K.Maran (2012)** “CRM in cooperative banks A study with special references to Chennai city ” in Southern Economist, Volume 51, Issue 8, August , pp. 43, ISSN :0038-4046
- 171.**C.R.Senthilnathan and K.Maran (2012)** “improving service quality through CRM in banking sector process model and its benefits- a review” in SRM Journal of management Research , Volume 11, Issue 1, March , pp 84, ISSN: 2231 -511X
- 172.**B.Venkateswara Prasad & K.Maran(2012)** “Succession Planning Avoids Inevitable Attrition- An Empirical Analysis” In AMET International Journal of Management–, Volume 3, Issue 2,Jan - June (2012), pp. 55-58ISSN :2231-6779
- 173.**C.R.Senthilnathan and K.Maran (2012)** “Effect Of Demographic Variables In Selecting Retail Outlet With Reference To Durable Goods in Chennai” in IJM- International Journal Of Management, Volume 3, Issue 2, May- August , pp. 186-191, ISSN :0976 6367
- 174.**Anitha and K.Maran(2012)** “Analysis of FDI in service sector with reference to India” Learning And Application University Of Malaya, Anuragam Publications First Edition. Pp514
- 175.**Rani and K.Maran (2012)** Published a Research paper titled “The role of reference group in buying decision of microwave oven with reference to Chennai city” Learning and Application University of Malaya, Anuragam Publications First Edition .Pp622.
- 176.**K.Maran(2012)**Published a Research paper titled “Innovation in Management of Stress for Women Faculty With reference to Educational Institution” at 24th AIMS – Annual Management Education Convention .
- 177.**B.Venkateswara prasad and K.Maran (2012)** “Employee engagements & job satisfaction – An empirical study” (Human Resource Management in the Knowledge economics, PP-No548.
- 178.**Priyadharshini and K.Maran(2012)** “Emotional Intelligence : A Key Factor For Solving Social Issues of Employees with Reference to BPO” In GYAN MANAGEMENT– International Refereed Journal Of Management & Technology, Volume 6, Issue 1, Jan - June , pp. 18-22, ISSN 0974-7621

- 179.**P. Priyadarsini, and K.Maran(2012)** “Employees attitude towards organization culture with reference to automobile industry” International journal of contemporary commerce, Vol:1, Issue:1, ISSN:2319-958, PP.43-46.k
- 180.**P.Priyadarsini and K.Maran (2011)** “Analysis of stakeholders perception on corporate governance: An Empirical study with reference to software in India, Innovative Business & Technology Strategies For Developing Countries” M P Publications, ISBN-978-81-921764-4-4, PP-37-41.
- 181.**K.Maran and Pravat Kumar Sarangi (2011)** “Financial performance Of Software Companies in the Global recession With reference to India”, Finance India, Vol XXV No2,pp 461-475.
- 182.**Aslam Chinaron, K.Maran and B.Yamuna Krishna (2011),** “Comprehensive Financial Analysis of AquaCulture feed Industries in South India,” International Journal of Research in commerce and Management, Vol No:2,Issue No 4, April PP-35-38.
- 183.**K.Maran(2011)**Recent trends in FDI, International Journal of Research in commerce and Management,Vol2 ,Issue No5
- 184.**K.Maran (2011)**Analysis of women Entrepreneur’s Evils: An empirical study with reference to India International Journal of Research Journal of Social Sciences & Management,SingaporeVol1,No5,Sep
- 185.**Priyadharshini, and K.Maran (2011)**Work life Balance of women employees: An empirical study with reference to BPO sector, International Journal of Information technology and Management sciences”
- 186.**P.Priyadarsini and K.Maran (2011)** “Measuring the level of Emotional Intelligence of women employees an empirical study with reference to BPO sector” Annamalai Business Review, Vol 5, Issue 1, ISSN-0974-1690, PP-1-11.
- 187.**P. Priyadarsini and K. Maran(2011)** “Innovative strategies for Work life balance of women employees: A study with reference to BPO in India,” Kalignan publication, Vol 1.PP-344-352.
- 188.**P.Priyadarsini and K.Maran (2011)** “Employees attitude towards organization culture with reference to automobile industry in India”. Asian Management science association and Putra Intelek International College, Malaysia, PP-193-196.

189. **V.Sasirekha and K. Maran (2011)** “Advertising targeted at children- a critical analysis” Asian Management science association and Putra Intelek International College, Malaysia, PP-209-212.
190. **Ravichandran and K.Maran()** Bio-Fuel: as an advertising and its Feasibility, Asian Management science association and Putra Intelek International College, Malaysia.
191. **K.Maran (2011)** “Evaluating the performance of Equity Mutual Funds with Reference to India” International Journal of Information Technology and Management studies, Vol:1, Issue:1, PP:23-29.
192. **S.Kolanjiappan and K.Maran (2011)** “Lean Practices in Aircraft Maintenance”, International Journal of Software and Technology, Coimbatore Institute of Information and Technology, Vol:3, No:10, PP-450-457.
193. **S.Kolanjiappan and K.Maran (2011)** Improved Total Productive Maintenance using Lean Principles in Aircraft manufacturing and Maintenance”, International Journal on Information Sciences and Computing, Satyabama University, July
194. **S.Kolanjiappan and K.Maran (2011)** Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP, vol-6(2) PP: 100-106
195. **S.Kolanjiappan and K.Maran (2010)** “Improved Total Productive Maintenance using Lean Principles in Aircraft manufacturing and Maintenance”, International Journal on Information Sciences and Computing, Satyabama University, Vol:4, PP-55-62
196. **K.Maran and Pravat Kumar Sarangi (2010)** “Analysis of Financial performance of Indian Software Industries: Analytical study with reference to Global Meltdown” in Journal of Pacific Management Review USA, Vol.: 1, Pg. 3147.
197. **K. Maran, S.Sankar, and S.Pravat Kumar(2010)** “Financial performance of software industr:An empirical analysis with reference to India” Published by Anuragam publications, PP-106
198. **P.Priyadarsini Nandakumar and K.Maran Kaliamoorthy (2009)** “A study on burnout of IT Professionals employed for Middle East countries” BULETINUL Petroleum gas university, Romania, Vol. LX1, PP-26-35.

- 199.**Anitha and K. Maran (2009)** Risk and Returns on Security and Investment of Indian Banks. Quarterly Journal of Business and Economics, University of Nebraska, Lincoln U.S.2009
- 200.**Papitha pream and K.Maran(2009)** Women's Perception on small car segments , International Journal of Management Sciences, Shiva Institute Of Management Studies, Gaziabad,2009
- 201.**Nirmala Venkataramani and K.Maran (2009)** "Linkage between Work life balance And stress levels: A study of women employees in Chennai" ANVESHA, A journal of IES Management College & Research Centre,Vol:2 NO:1, ISSN:0974-5467,PP:12-21 .
- 202.**T.K.Mily Velayudhan and K.Maran (2009)** "A study on mapping core competencies and development of Employees for excellence with reference to HCL technologies" in Journal of Contemporary Research in Management, published by PSG college of Management, Vol.: 4, PP-53 – 68.
- 203.**Mily velayatham&K.Maran (2009)** A study on competencies of the employees of 21st century in Management Prudence, Vol.– 37, IssueNo:, PP. 3146
- 204.**R.Stalin, Hansa Lysander Manohar, and K.Maran (2008)** "Users
- 205.perceptionon small car segment-Studywith reference to Chennai" International Journal of Information sciences and computing-Sathyabama University, Vol 2, Number1,PP:40-45.
- 206.**P.Priyadarsini, and K.Maran(2008)** "A study on lifestyle disorder of BPO employee" Annamalai Business Review ,Annamalai University, Vol:3, Issue:1, PP:78-82.
- 207.**P.Pramchand babu, V.Hemanthkumar, K.Maran (2007)** "Current Scenario of Stress Management Training (SMT) at IT Firms"A journal of New Delhi Institute of Management, New Delhi, Volume - 5,Issue 1, PP 50-52.
- 208.**K.Maran and Sathya Narayanan(2007)** Human Stress Management is Traditional or Modern Management, The new teaching techniques, First Edition, 2007. Kalaiganpathippagam, Chennai. PP 71 – 76
- 209.**K.Maran(2007)** Epitome of Imparting Managerial Qualities in Tamil Literature First Edition, .Kalaiganpathippagam, Chennai. PP 77 – 84.
- 210.**K.Maran(2007)** Indian software industry in global economy, Global Business Strategy in Competitive Environment, Kalaigan Publications, First Edition .PP 143

- 211.**K.Maran(2007)** Organizational Climate – Paradigm Shift In Software Company In South India, Global Business Strategy in Competitive Environment, Kalaigan Publications, Chennai, First Edition - .PP 305
- 212.**Sasirekha and K.Maran(2007)** Portrayal of Women In Advertisements – Dignity And Decency?, Global Business Strategy in Competitive Environment, Kalaigan Publications, Chennai, First Edition.PP143
- 213.**K.Maran(2007)** Human Resource Management Strategic in 21st Century, Management Strategic and Policies in the 21ST Century, Allied Publishers (p) Ltd, New Delhi, PP262-265
- 214.**K.Maran and Priyadharshini (2006)** Quality of Work Life Balance , HR Practices, Excel Publications, First Edition
- 215.**K.Maran(2006)** Development of Location value Index based on Geographic and Demographic Factors with Reference to New York city, Journal of Business Studies, Faculty of Management Studies & commerce, University Of Jaffna, Srilanka, Volume III December . PP 64-77
- 216.**K.Maran and C.Madhavi(2006)** User’s opinion on small cars in Chennai, Journal of Management Matters,LIBA,Chennai,Volume-1,Issue 6, March , PP100
- 217.**K.Maran(2005)** Innovative Management Education in Global Context. Journal of Management Insight, Department of Management Studies, DG.Vaishnav College. Vol I Feb’ P4.
- 218.**K.Maran(2004)** Customers Perception on Telephone: A Study with special reference to Chennai city. The ICFAI Journal of Marketing, Feb
- 219.**K.Maran, C.Madhavi and B.Venkateshwara Prasad(2004)** “Global business opportunists and challenges” The Industrial Herald, Gopali, ISSN 0377-0036, PP-21.
- 220.**K.Maran(2004)** Study on Working Capital Management with reference to Ramco Industries Ltd., The Journal of SCMS - Nov’
- 221.**K.Maran (2002)** Growing Scenario of Retail Marketing in India”, The Indian Journal of Marketing, New Delhi, May – June .
- 222.**K.Maran(2002)**Enormous scope for small Car in India”, The Motor India, The Industrial Herald, Gopali & Co August.
- 223.**K.Maran(2002)** FDI’s in India”, The HRD Times, Oct.

- 224.**K.Sundar and K.Maran (2002)** “Change and Resistance to Change”: How to Manage?
Indian Journal of Training and Development, Vol:32, PP:31-35.
- 225.**K.Maran, and C.Madhavi (2001)**Technology Management in Automobile
226.Industry”, The Mandate,(MMA) Chennai, Dec.
- 227.**K.Maran, and C.Madhavi(2001)** Passenger Car Market in India”, the
228.Motor India, the Industrial Herald, Gopali &Co Dec. .
- 229.**K.Maran (2001)** “Role of SSI in Growing Economy” The Industrial Herald, Gopali & Co,
Chennai,ISSN-0377-0036,PP-10-11.
- 230.**K.Maran (2001)** The Impact of E-CRM”, the HRD Times, Chennai, Oct.
- 231.**Anbazhagan, and K.Maran(2001)** “A Study On Factors Influence On Two Wheeler
Customer Satisfaction With Reference to Chennai” in International Journal of Management
And Social Science Research Review - IJMSRR (Impact Factor 0.348 E- ISSN -
2349-6746 , ISSN-2349-6738 PP- 13-148
- 232.**K.Maran,andS.Usha (2014)**“Work Life Balance Of Women Employee As Study With
Reference To IT Sector In Chennai” in MANAGEMENT TODAY , ISBN-9789384389048,
PP-9-12.
- 233.**K.Maran(201)** “ Study on SCM on inventory control with reference to automobile industry
“ in MANAGEMENT TODAY , ISBN-9789384389048, PP-43-48
- 234.**K.Maran, V.Rohini and T.Praveenkumar (201)**“A Study On Employee Perception On
Attrition With Reference To BPO In India ” in MANAGEMENT TODAY , ISBN-
9789384389048, PP-93-96.
- 235.**B.Venkateswara Prasad, and K.Maran** “Impact of demographic factors on employee
morale and attrition – An empirical analysis “EP journal of Human Resource vol: 1 issue: 1/
ISSN –2348-5970,PP13-21.
- 236.**B.Venkateswra Prasad, and K.Maran** “Employee percepti0on on two critical
components of HRD Practices with reference to cement company in Chennai city” EP
journal of Human Resource vol: 1 issue: 1. ISSN –2348-5970,pp 23-35.
- 237.**Ravichandran and K.Maran**Bio-Fuel: as an advertising and its Feasibility, Asian
Management scienceassociation and Putra Intelek International College,
Malaysia.

- 238.**S.Kolanjiappan and K.Maran**, Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP
- 239.**S.Kolanjiappan and K.Maran** (2011) Lean Practices in Aircraft Maintenance, International Journal of Software and Technology, Coimbatore Institute of Information and Technology, vol 3, issue 10 ISSN-0974-9748
- 240.**S.Kolanjiappan and K.Maran** (2011) Performance Improvement through Implementation of Lean Practices in Aircraft Maintenance”, Journal of Commerce and Trade, Society for Advanced Management Studies, Meerut- UP, November ISSN 0973-4503
- 241.**Usha and K.Maran(2015)** Quality of work life of BPO employee, SMART Journal of Business, commerce wing of Bharathidasan University, ISSN:0973- 1598
- 242.**Milly Velayudhan K.Maran(2009)**A Study on mapping core competency and development of employees, International JournalOf development Studies,PP-53-57
- 243.**T.K.MilyVelyadhan, and K.Maran(2010)** Leadership competency today’s requirement or future challenges Anuragam publications
- 244.**S.Sankar and K.Maran (2010)**“Financial performance of Banking sector: An analytical study with reference to India” Anuragam publications, PP-240-248.
- 245.**Priyadharshini and K.Maran(2010)** Impact of Globalisation in women working environment –A study with reference to BPO industry” Anuragam publications
- 246.**K.Maran(2009)**A study on software employee stress with reference to south India, Anuragam publications
- 247.**Nirmala venkaraman and K.Maran(2009)** “ A study on stress management in teaching profession ” Anuragam publications
- 248.**Sathya Narayana and K.Maran(2009)** “ A study on software employee stress with reference to south India”, Anuragam publications
- 249.**Priya Dharshini and K.Maran(2009)** “ A study on the cross cultural issues of BPO employee “Anuragam publications
- 250.**L.Sujatha and K.Maran (2009)** “The influence of FDI in Global Business Scenario” Published by Anuragam publications,PP-240-247, ISBN-978-93-80627-18-2

251. **Nirmala Venkatramani, and K.Maran(2010)** “Stress management and the sandwich generation- A study of women employees in Chennai”, Anuragam publications, Vol:1, PP-136-142, ISBN-978-93-80627-14-4
252. **Sankar, and K.Maran(2010)** “Financial performance of banking sector, An analytical study with reference to India” pp - Anuragam publications, ISBN-978-93-
253. **P.S.Usha, and K.Maran(2010)** “Emotional Intelligence :A key factor for effective leadership “Anuragam publications, PP-346-350, ISBN-978-93-
254. **Sasirekha, and K.Maran(2009)** “Potrayal of women in Women’s era advertisements- An empirical analysis with reference to body image & beauty ‘’ Anuragam publishers, PP-311-319, ISBN 978-93-80627-18-2
255. **K. Maran et al.,** “Process of Acquisition to Destination – A Bang on economic prudence with reference to Indian Logistics Industry”, Faculty of Commerce and Management, Eastern University Sri Lanka, 2024
256. **K. Maran et al.,** “Data Analytics of Start-Up in West Zone Zone With Reference To India”, Faculty of Commerce and Management, Eastern University Sri Lanka, 2024
257. **K. Maran et al.,** “Econometrics analysis for technology start up performance with reference to india” 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS). IEEE, 2024
258. **K. Maran et al.,** “Impact of artificial intelligence on global healthcare sector performance” 2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS), IEEE, 2024.
259. **K. Maran et al.,** “The significance of big data analytics in the global healthcare market” international Conference on Communication, Computing and Internet of Things (IC3IoT), IEEE, 2024.
260. **K. Maran et al.,** “The role of the internet of things in the telecom sector” 2024 International Conference on Communication, Computing and Internet of Things (IC3IoT). IEEE, 2024.
261. **K. Maran et al.,** “A study of economic factors’ influence on indian startups” 2024 Journal of Management, vol. 19, issue. 1, Apr 2024.
262. **K. Maran et al.,** “Impact of economic factors on startup growth performance in south zone with reference to india” Journal of Management, vol. 18, issue. 2, oct 2023.

263. **K. Maran et al.**, “Predictive analysis on start-up growth in north zone with reference to india” Journal of Business and Technology, ISSN : 1992 - 271X, vol 15, pp 155, 2023.
264. **K. Maran et al.**, “Impact of GDP and Inflation’s on the Growth of Startups in the Northern Impact of GDP and Inflation’s on the Growth of Startups in the Northern” Vavuniya Journal of Business Management, vol. 6, issue. 2, dec 2023.

ARTICLES PUBLISHED IN MAGAZINES & NEWSPAPER

1. An article published on "MaanavarVazhkaiyil Vetri Pera" in Kalvi Valarchi Malar (Dinamani newspaper), May edition, 2024.
2. An article published on "Career Opportunities for +2 Students" in Thozhil Nesan (Industrial Magazine), May edition, 2024.
3. An article published on "Impact of Startups on India and China Economy" in Thozhil Nesan (Industrial Monthly Magazine), June issue, 2024.
4. An article titled "Enormous Scope for Small Cars in India" in The Motor India, The Industrial Herald, Gopali, August 2002.
5. An article published titled "Technology Management in the Automobile Industry" in The Mandate (MMA), Chennai, December 2021.
6. An article published titled "Passenger Car Market in India on The Motor India", The Industrial Herald, Gopali, December 2001.
7. An article published "Role of SSI in Growing Economy on The Motor India, The Industrial Herald, Gopali, 2001.
8. Articles on The Impact of E-CRM on HRD Times, Chennai, in 2001.
9. Article on “Mathematics subject is foundation for students’problem-solving skills”
Published in Dinamalar Newspaper on 1st April, 2024, Pondicherry &Cuddalore Edition.
10. Article on Dinamani Kalvimalar, Engineering education in Tamil Language “Tamilmozhi Thaimozhil Poriyal Kalvi”26 september, 2021.
11. An article published on AI and CS&BS Program in Dinamani
"SeyarkainunnarivupadipumaindhuledchamVelaivaipukalum", August, 2023
12. An article published on "Impact of Startup on India and China Economy" in Thozhil Nesan (Industrial Magazine), June edition, 2024.

Ph.D PRODUCED

1. **Ms. G.B.Jishya** awarded Doctoral thesis on the Title “Customer Perception towards online marketing with reference to durable goods”, from AMET University held on 10.2.25
2. **Ms. R. Sangeethalakshmi** awarded Doctoral thesis on the Title “Users perception of smart car performance with reference to Chennai City”, from Mother Teresa Women’s University held on 16.2.24
3. **Ms.Anitha Bhai** awarded Doctoral thesis on the Title “Impact of Micro Finance for the performance of Self Help Groups with reference to Chennai City ”, from Mother Teresa Women’s University held on 30.11.23
4. **Mr. Shriram Shekar** awarded Doctoral thesis on the Title “A Study On Youth Perception Towards Selection Of Leaders For Socio Economic Development With Reference To India”, from AMET Business School held on 18.5.23
5. **Mr. G Sridhar** awarded Doctoral thesis on the Title “Optimization of project and engineering management for better assessment and faster revival of engineering procurement and construction (EPC) project”, from AMET Business School held on 24. 03.2023.
6. **Ms.H.Mickle Aancy** awarded Doctoral thesis on the Title “Influence of Advertisement and its impact of school going students purchasing behavior of junk food in Chennai”, from Mother Teresa Women’s University held on 29. 07.2022.
7. **Ms.C. Padma prabha** awarded Doctoral thesis on the Title” Performance analysis of Securities Markets with Reference is Asian Stock Exchange” from Mother Teresa Women’s University held on 25.04.2022
8. **Mrs.K.Santhi** awarded Doctoral thesis on the Title “ A study on Export Performance of cashew kernel and Liquid with Reference to India “ from Bharathiyar University online mode on 26.05.2021
9. **Mrs. Jayamugunth** awarded Doctoral thesis on the title” Professional Students perception her research on Training with Reference to placement” from Vels University on 12.03.2021
10. **Mrs. Immaculate** awarded Doctoral thesis on the title “Work life Balance and Job Satisfaction of Women Employee’s in Manufacturing Sector” from Bharathiyar University on 18.02.2021 through online

11. **Mr.Selvakumar** awarded Doctoral thesis on the title” A study on Teaching Professionals Perception Towards Institutional Climate with Reference to Self Financing Engineering College In Tamilnadu for Anna University on 20th February 2020.
12. **Ms.S.Sivagami** awarded Doctoral thesis on the title”A study on Empowerment of Rural Entrepreneurs in Agro And Manufacturing industries with reference to Krishnagiri for .Anna University 21st February 2020.
13. **Ms.Arthi** awarded Doctoral thesis on the title” A study on UseresPreception Towards White DurabaleGoots With Reference to Chennai City“ for Bharathiyar university on 8th January 2020.
14. **Mr..J.Bhardri Narayan** awarded Doctoral thesis on the title” CustomersPerception on Branded Apparels –And Embrical study with reference to Indian for Vels university on 19th March 2020
15. **Ms.Jayalakshmi** awarded Doctoral thesis on the title: Impact of Macro Economic Factors on Stock Price volatility – A Study with Reference to India And China.Bharathiyar university on 11 April 2019.
16. **Mr..P.Venkatesh** awarded Doctoral thesis on the title” A study on Impact of Profit,Earning Per Share And Divident on Equity Performance With Reference to Steel Sectorfor Bharathiyar university on 4 th September 2019.
17. **Ms.MahishaSuramardhini** awarded Doctoral thesis on the title” A Study on Software Employees Retention Strategy : An Embrical Study With Reference to IT Sectar in Chennai for Vels university on 1st November 2019.
18. **Ms.L.Sujatha** awarded Doctoral thesis on the title”Impact of Foreign Direct investment In Indian Economy–A study with Reference to Automobile Industry In India for .ManomaniyamSundarnar University 15th July 2019.
19. **Mr. V.Suresh** awarded Doctoral thesis on the title” Impact of online purchasing of branded laptops and customers branded laptops and customers chennai city for bharathiar University 08th November 2018.
20. **Mr.Uma Raman** awarded Doctoral thesis on the title” A Study of Employee perception about job security with reference to software companies in Chennai City for MS University 11th July 2018.

21. **Mrs Usha** awarded Doctoral thesis on the title” Personality AndTransformational leadership As Antecedents Of Organizational Citizenship Behaviour: An Empirical Analysis With Reference To It Industry” for Manonmaniam Sundaranar university on January 2017
22. **Mr Mr.V.Anbazhagan** awarded Doctoral thesis on the title” Users perception of two wheeler a study with reference to 100 cc motorcycle ” for St Peters university on 18th July 2017
23. **Mr R.Arun Kumar** awarded Doctoral thesis on the title” Analysis of employees stress with reference to BPO Sector “ for St Peters university on 22 nd February 2017
24. **Mr V Chandra Shekar** awarded Doctoral thesis on the title” “A study on students perception of employability skills with reference to engineering institution” for St Peters university on March 2017
25. **Mr K Gopi Krishnan** awarded Doctoral thesis on the title“ Analysis of user’s perception of consumers durable products: an empirical study with reference to Tamil Nadu” for St Peters university on March 2017
26. **Mr Ramakrishnan** awarded Doctoral thesis on the title” Analysis of Employees ‘Perception on retention strategy-an empirical study with reference to beverage industry “ for Vels university on 8 February 2017
27. **Mrs.S.Panboli** awarded Doctoral thesis on the title “Analysis Of Emotional Intelligence (Ei) On Perceived Stress Of Employees: An Empirical Study With Reference To Information Technology Enabled Services (ITES)” for Mother Theresa Women’s University- Kodaikanal, 15th April 2015
28. **Mrs Premamonaharan** awarded Doctoral thesis on the title “Impact Of Quality Of Work Life: A Study With Reference To Private Sector And Public Sector Enterprises In Chennai” for Jawaharlal Nehru Technical University , Hyderabad, 16th June 2015
29. **Mr Saju John** awarded Doctoral thesis on the title “An Analysis Of Customers Perception On Branded Fuel Products” for Jawaharlal Nehru Technical University, Hyderabad, 2th June 2015.
30. **Mrs Usha** awarded Doctoral thesis on the title” Work life balance of women employees in IT sector” for Manonmaniam Sundaranar university on July 2015

31. **Mrs Rohini Awarded** Doctoral thesis on the title” A Study on employee Attrition with reference to BPO Sector in Chennai” for Bharathiyar university on August 2015
32. **Mr V.Dhayalan** awarded Doctoral thesis on the title” A Study on Job satisfaction of teaching professionals with reference to self financing Institution for Manonmaniam Sundaranar university on 13th November 2015
33. **Ms.J.Rani** awarded Doctoral thesis on the title” Consumer Perception on White Durable Products –A study with Reference to Retail Outlets In Chennai. Sathyabama university on 25 April 2015.
34. **Mrs Sheeba sangeetha** awarded Doctoral thesis on the title “Self help group attitude towards microfinance –An empirical study” for Bharathiyar University on June 2014
35. **Mr Senthilnathan** awarded Doctoral thesis on the title “CRM on organized retail sector with special reference to departmental stores” for Manonmaniam Sundaranar university on 18th July 2014
36. **Mrs Swarnalatha** awarded Doctoral thesis on the title “An Empirical Analysis Of Work-Life Balance On Women Employees: A Study With Reference To Banking Sector At Chennai” for Manonmaniam Sundaranar university on August 2014
37. **Mr Shankar** awarded Doctoral thesis on the title “A Study On Performance Evaluation Of Public Sector Banks In India With Reference To Present Global Meltdown” for Manonmaniam Sundaranar university on September 2014
38. **Mrs Joya** awarded Doctoral thesis on the title “A Study On Work Life Conflict Of Women Employees In Software Industry ” for Mother Teresa university on August 2014
39. **Mrs Hemamary** awarded Doctoral thesis on the title “users’ perception of mobile service quality” for Bharathiyar University on 13 November 2014.
40. **Mr Venkateswara prasad** awarded Doctoral thesis on the title “Employee Attrition: An Empirical Insight Into Causes And Consequences With Reference To Software Industry “for Bharathiyar University on 4th December 2014
41. **Mr Kolanjiappan** awarded Doctoral thesis on the title “Lean Principles In Maintenance of Aircraft” for Sathyabama University on February 2013
42. **Mr Sathya Narayanan** awarded Doctoral thesis on the title “A Study On Stress Management Of Employees In Software Industry With Reference To South India” for Sathyabama University on 26th March 2013

43. **Ms Anitha** awarded Doctoral thesis on the title “ Impact of FDI on Indian economy” for Bharathiyar University on September 2012
44. **Mrs Nirmala venkatramani** awarded Doctoral thesis on the title “A Study On Women Employees’ Stress with Reference To Educational Institutions” for Mother Teresa University on October 2012
45. **Ms Chitradevi** awarded Doctoral thesis on the title “A study on problems faced by women entrepreneur in small scale sector with reference to Chennai city “for Mother Theresa Women’s University- Kodaikanal, March 2011
46. **Mr Pravat Kumar Sarangi** awarded Doctoral thesis on the title “ A study on Financial Performance of Software Industries With reference to India” for MGR University on 11th September, 2011
47. **Ms Sasirekharamani** awarded Doctoral thesis on the title “Impact of Advertisement on women perception: An empirical analysis with reference to physical appearance” for Mother Theresa Women’s University-Kodaikanal, 29th September 2011.
48. **Mr Natarajan** awarded Doctoral thesis on the title “ A study on Stakeholders perception on corporate Governance with reference to software Industries in India” for MGR University on November 2011
49. **Ms Mily Velayudan** awarded Doctoral thesis on the title “A study on competency mapping of software industries with reference to Chennai” for Sathyabama University, Chennai, 29th January 2011
50. **Ms Babita Prem** awarded Doctoral thesis on the title “A study on Women perception on small car segment “for Mother Theresa Women’s University-Kodaikanal, October 2010
51. **Ms P. Priyadarsini** awarded Doctoral thesis on the title “Emotional Intelligence of women employees: Study with reference to BPO industry “for Sathyabama University, Chennai, and August 2010.

PhD- THESIS EVALUATION & VIVA VOCE EXAMINER

- Acted as Viva voce examiner for a Thesis Titled “HR Practices in Micro ,Small and Medium Enterprises in Ambattur Industrial Estate ,Chennai-An Assessment by sucharitha.K , PRIST University Thanjavur-2021

- Acted as Viva voce examiner for a Thesis Titled” Influence of Select senses on Automotive Ride and Handling Quality Perception : A product Development Study by Vimalathitham- Annamalai University –Chidambaram-2021
- Thesis Evaluation on ” Role Of Informal Money Markets and unorganized Business entities on economic Development: A Case Study of Delhi and NCR by Nisar Ahmad Mar ,Baba Ghulam Shah ,Badshah University,Rajouri-J&K-2021
- Thesis Evaluation on “Study Of Labour Welfare Measures and Job Satisfaction among Employees of Automobile Industry(A Study of Selected Units in Karnataka)-2021
- Thesis Evaluation on “Accounting Information System and its impact on profitability on small and medium size frames: A study on Manufacturing Industry in Jordan by Lena Mustafa,MahmoudZayad University of Mysore-2020
- Thesis Evaluation “A Study on Intervention in realty Sector in Karnataka-2019
- Thesis Evaluation “ Institutional Support for MSMES: With special Reference to SIDBI Karnataka-University of Mysore 2019
- “Advertisement Strategies for Marketing of Fast Moving Consumer Goods : A case Study of Bangalore City - University of Mysore -2019
- A Study of Mobile Banking Services provided by Commercial Banks in Karnataka- University of Mysore-2019
- Thesis Evaluation “Marketing of Soft Drinks by Domestic Soft Drink companies in Karnataka-University of Mysore -2018
- Thesis Evaluation “ OrganizationalClimate:A Comparative Analysis of Public and Private Sector Bank- University of Mysore 2018
- Acted as Viva voce examiner for a Thesis Titled “Understanding the complexities of internal communication in a multinational organization ” By Ms.B.Nalina To Vels university,2018
- Acted as Viva voce examiner for a Thesis Titled “A Study On Role Of Quality Of Worklife OnBehaviour Of Women Employee In Software Companies With Reference To Chennai” By K.Padmini To Bharath University,2017
- Acted as Viva voce examiner for a Thesis Titled “A Study On Effectiveness Of Hrd Practices In Cement Industry With Reference To Tamilnadu” by P. SIVAKUMAR to Annamalai University,2016

- Acted as Viva voce examiner for a Thesis Titled “Mathematical Analysis On Success Rate Forecast Of A Product Using Integration” by Mr.J.SURESH to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “An Evaluation Of Product Quality Perception And Customer Satisfaction In Nilgiris Supermarket” by S.PADMANABAN to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “Competency Development Among Fisheries Women Through Various Skills Training” by P.SURYA to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “A Study On Guest Satisfaction In Hotel Industry Aparna Hotel Tiruvannamalai” by A.K.M. MANIMEGALAI to Annamalai University,2012
- Acted as Viva voce examiner for a Thesis Titled “Cause Related Marketing Campaigns On FMCG Products” by R. KANTHIAH ALIAS DEEPAK to Annamalai University,2016
- Acted as Viva voce examiner for a Thesis Titled “Customers’ Perspective In Adoption Of Financial Services Through Mobile Phone” by T.VELMURUGAN to Annamalai University,2015
- Acted as Viva voce examiner for a Thesis Titled “Performance Measurement of Small and Medium Sized Enterprises (Sme) In Sipcot Industrial Region, Tamil Nadu.” by S.NAGARAJAN to Annamalai University,2014
- Acted as Viva voce examiner for a Thesis Titled “Determinants Of Consumer Complaining Behaviour In The Hotel Industry With Special Reference To Chennai” by M.ANBALAGAN to Annamalai University,2015
- Acted as Viva voce examiner for a Thesis Titled “Impact Of Organised Retailing On The Unorganised Retail In India” by C.CHINNARAJA to Annamalai University,2015
- Acted as Viva voce examiner for a Thesis Titled “ A study on challenges in manufacture and marketing of cost effective handicrafts with special reference to quality, Price, Packaging, Timely delivery and logistics for export market ” by D.Subramaniam to SCSV university ,February 2016
- Acted as Viva voce examiner for a Thesis Titled “Impact of servant leadership on organizational commitment among college teachers ” by kamala kannan to Annamalai university ,October 2015

- Acted as Viva voce examiner for a Thesis Titled “ A study of emotional intelligence among middle level managers and its relation to the motivation, job satisfaction and attrition level of employees with reference to insurance sector ” by Gayatri babu to Bharathiar university ,March 2015
- Acted as Viva voce examiner for a Thesis Titled “ A study on knowledge management input to services management with a special reference to tourism in India – a case study at Mysore ” by shaheedabanu to Bharathiar university ,March 2015
- Acted as Viva voce examiner for a Thesis Titled “ A study on job satisfaction among women entrepreneurs in leather goods manufacturing industry with special reference to vellore district ” by Elanchezhian to Annamalai University , chidambaram ,February 2015
- Evaluate a Thesis and conduct a viva voce Titled “The Role Of Knowledge Management And Career Development Practices Among It Professionals- An Empirical Study” by P.Divya Priya to Karpagam University , Coimbatore ,February 2014
- Evaluate a Thesis and conduct a viva voce Titled “A Study On Emotional Intelligence Among Middle Level Managers And Its Relation To The Motivation, Job Satisfaction And Attrition Level Of Employees” by J.Gayatri.Babu to Bharathiar University, Coimbatore ,January 2014
- Evaluate a Thesis Titled “ A Comparative Study On Job Stress Among Public And Private School Teachers” by V.Sumathy to Annamalai university on January 2014
- Evaluate a Thesis Titled “A Study On Job Satisfaction Among Women Employees In Leather Goods Manufacturing Industry With Special Reference To Vellore District” By T.Elanchezhian to Annamalai university on December 2013
- Evaluate a Thesis and conduct the viva voce exam for Titled “ Work Life Balance Assessment Among Nurses” by D.Sakthivel to Annamalai university on September 2013
- Evaluate a Thesis and conduct the Viva- Voce exam- Titled “ A Study On Knowledge Management Inputs To Services Management With A special Reference To Tourism In India ” by S.Shaheedabanu to Bharathiar University, Coimbatore ,August 2013
- Evaluate a Thesis and conduct the Viva- Voce Titled “ A Study On Employee Empowerment And Engagement As a tool To Build Ownership Trait Among Middle Level Managers” by P.Nagaraja Rao to Bharathiar University, Coimbatore ,June 2013

- Evaluate a Thesis and conduct the Viva- Voce Titled “ The Comparative Study Of Venture Capital Funding Angel Investment & Project Seed Financing With SFC’S Lending Options In Karnataka” by G.Srinivasa to Bharathiar University, Coimbatore ,June 2013
- Evaluate a Thesis and conduct the Viva- Voce Titled “Survey And Analysis Of Internal Organizational Communication In Construction Industry In Chennai” by S.Jayachandran to Bharath University on 22nd January 2014
- Evaluate a Thesis and conduct viva voce Titled “Application Of Inferential Statistics As a Measure Of Analyzing Financial Performance: A Case Study Of Selected Petroleum Companies In India” by Garima Jain to university of Rajasthan, Jaipur may 2013
- Impact of Return on Purchase of FMCG in Rural Tamilnadu by M.Balasubramaniam, Madras University, Chennai. May 2013
- A Study on the impact of FDI in the Indian economy by SA. Bhaskar, Bharathiar University, Coimbatore. September 2012.
- A Study On Training And Development for Managers With reference to Krishnagiri District, 3rd August 2012
- A study on sales offer promotion with reference to consumer goods, University Of Madras, 13th August 2012
- The Impact of FDI on Indian Economy, Bharathidasan University, Trichy. 14th August 2012
- A study on customer perception towards jewelry product with reference to Tamilnadu by Jambulingam - Annamalai University
- A Study on Consumer Behavior in Rural Market of Trichy with Reference to Toilet Soaps by Sw. Rajamanoharane, Bharathiar University, Coimbatore.
- Customer Preference and satisfaction towards Information Technology Based Products and Services in Banking Industry” by MsB.Kannika,University of Madras On 17.10.11
- Knowledge worker productivity improvement process technology in defense R&D
- Laboratory- Evaluation study by G.T.Mohantha, Bharath University,Chennai
- A Study on Post Purchase Decision of Entertainment product with reference to Cudaloo District, by MrNatarajan, 26th December 2011,Annamalai University
- Acted as Viva voce examiner for a Thesis of Ms.Ananthi from St.Peter’s University on 18th Dec.24

BOOKS AUTHORED

1. Financial Management textBook published by Eshwar press, Chennai in 2024, ISBN: 978-81-968-419-3
2. Accounting for Management textbook published by Himalaya publications, in 2022, ISBN: 978-93-5273-570-9
3. Financial Management, Sahara Publication , Chennai, Edition 2015, ISBN: 978-93-80485-45-4
4. Total Quality Management- Revised edition, 2014, Easwar Publication Chennai. ISBN:
5. Merchant Banking and Security Market, Distance Education Anna University, Chennai.
6. Principle of Marketing Management, Charulatha Publications, Chennai.

EDITED BOOKS AUTHORED

- Contemporary Management cases Published by Sri Sairam Institute of Management Studies, ISBN: 978-81-947149-4-1, 2024
- Management cases edited. Published by Sri Sairam Institute of Management Studies, Volume 1, ISBN: 9788194714910, 2022.
- Impact of Covid-19 on Indian Economy, Sri Sairam Institute of Management Studies Publishers, ISBN: 978-81-947159-0-3
- Impact of Covid-19 on Manufacturing and Service, Sri Sairam Institute of Management Studies Publishers, ISBN: 978-81-947159-6
- Impact of Covid-19 on Global Economy Sri Sairam Institute of Management Studies Publishers, ISBN: 978-81-947159-5-8
- Impact of Covi-19 on Education, Technology and Agriculture , Sri Sairam Institute of Management Studies Publishers, ISBN: 978-81-947159-7-2
- “Learning and Application” department of Indian studies , University of Malaya, First Edition 2012
- “Management Principles” for Tamil Nadu Open University, Chennai
- “Financial Management” for Tamil Nadu Open University, Chennai
- Global Business strategy in Competitive Environment, Kalaignan Publishers, Chennai.
- Impact of economic crisis on global business scenario, Human Resource Management Kalaignan Publishers, Chennai

- Impact of economic crisis on global business scenario, Quality Management Anuragam publications
- Impact of economic crisis on global business scenario, Marketing Management, IT Kalaigan Publishers, Chennai
- Sustainable strategies on technology and Management for developing countries Anuragam publications, Chennai, Volume 1,2009
- Sustainable strategies on technology and Management for developing countries, Anuragam publications, Chennai, Volume 2, 2009
- Innovative Thoughts-education, Management, Arts, Science ,Linguistics(Teaching & Learning),Volume1,2011
- Innovative Thoughts-education, Management, Arts, Science ,Linguistics(Teaching & Learning),Volume2,2011
- Competency Building strategies in Business & Technology, MP Publications 2011. Volume I
- Competency Building strategies in Business & Technology, MP Publications 2011. Volume II
- Competency Building strategies in Business & Technology, MP Publications 2011. Volume III
- Innovative Business & Technology Strategies for Developing countries, 2011, MP Publications.
- Competency Building strategies in Business & Technology, MP Publications 2012. Volume IV

RESOURCE PERSON

1. Acted as a **Resource Person** in the National Level Management Seminar organized by Arulmigu Meenakshi Amman College, Kanchipuram.
2. Acted as a **Resource Person**, Anna University Sponsored, FDP on “Total Quality Management” organized by Sri Sairam Engineering College,2005
3. Acted as a **Resource Person**, Anna University Sponsored, FDP on “Advertising & Sales Promotion” organized by Prathuksha Engineering College, June – July, 2007
4. Acted as a **Resource Person**, Anna University Sponsored, FDP on “Project Management” organized by BSA Crescent Engineering college,13th –Dec, 2007

5. **Resource Person** for “Writing Research article” Magna College of Engineering on 21st October ,2011
6. Acted as **resource person** for panel discussion on “commerce curriculum for contemporary education” on 10.03.2013 organized by M.S University, Tirunelveli
7. Acted as **Resource Person and Delivered Lecture** on “Vitamin M(Money)-Need & Importance for SSI” for “Entrepreneurial development program” organized by Dhanish Ahmed College of engineering on February 2nd ,2012
8. Acted as a Resource Person, for one day workshop on “Effective Writing Of Research Project Proposal” organized by LISSTAR, on 23rd –Jan, 2013
9. Acted as **resource person** for panel discussion on “GROWTH OF GLOBAL BUSINESS MANAGEMENT” on 17.05.2013 organized by Srinivasan Engineering college, Perambalur.
10. Acted as **Resource person** for Career guidance of Engineering, Arts and Science at KalangaraiVillakam organized by pudhiyathalaimurai News TV atChengalpet on 17th May 2013
11. Acted as **resource person** for Career guidance of Engineering, Arts and Science at KalangaraiVillakam organized by pudhiyathalaimurai News TV at Villupuram on 4th June 2013
12. Acted as a **Resource Person** for National Level Seminar on Research Colloquium for business held on 9th august, 2013, organized by Department of Commerce, M.S University, Tirunelveli.
13. Acted as **Resource Person** for FDP on “Empowering the Teaching Methods” in December 2013 organized by Bharat Science College, Tanjore.
14. Acted as **Resource Person** for FDP on “Alphabetic career guidance for business and commerce students” in December 2013 organized by Bharat Science College, Tanjore.
15. Acted as a **Resource Person** in ICCSR sponsored National Level Training programme on Research Methodology for Ph.D Scholars in Social Sciences on 20th January 2014 to 29th January 2014 organized by Department of Studies & Research in Commerce, University of Mysore.
16. Acted as a **Resource Person** in Human resource management challenges and opportunities in International FDP On Human resource management strategy in Global

perspective ” organized by Department of commerce , M.S University, Tirunelveli on 27th march 2014

17. Acted as a **Resource person** forveetuku oru vinganai Program, for PuthiyaThalaimurai Tv, Chennai On 23rd August 2014
18. Acted as a **Resource person** For "Social Inclusion in Higher Education" organized by Department of Social Work, Loyola College, Chennai & Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Chennai On 28th August 2014
19. Acted as a **Resource person** – Motivating +2 Students “To score more marks and determine the career path” organized by Education Today magazine at Don Bosco Higher Secondary School, Kolathur on 15th November 2014
20. Acted as a **Resource person** – Motivating +2 Students “To score more marks and determine the career path” organized by Education Today magazine at, Vivekananda vidalaya, Arakonam on 6th December 2014
21. Acted as a **Resource person** for vetripadigal – Motivating +2 Students “To score more marks and determine the career path” PuthiyaThalaimuraiTv, Hosur On 10th February 2015
22. Acted as a **Resource person** for vetripadigal” for PuthiyaThalaimuraiTv, Coimbatore On 15th February 2015
23. Acted as a **Resource person** for International conference on Paradigm shift in Management on February 2015 organized by Department of Management Studies, St.Peter's University, Chennai
24. Acted as a **Resource person** for Entrepreneurship development program me on project feasibility Organizes by Department of electrical engineering, SSEC on 20.03.2015
25. Acted as a **Resource person** for vetripadigal” for PuthiyaThalaimuraiTv, Vellore On 11th April 2015
26. Acted as a **Resource person** for vetripadigal – Career Guidance for +2 students &parents forPuthiyaThalaimurai Tv, Tiruvallur On 12th April 2015
27. Acted as a **Resource person** for vetripadigal - Career Guidance for +2 students & parents for PuthiyaThalaimuraiTv, KanchipuramOn 18th April 2015
28. Acted as a **Resource person** for vetripadigal - Career Guidance for +2 students & parents for PuthiyaThalaimuraiTv, ChennaiOn 19th April 2015

29. Acted as a **Resource person** for Career Guidance for +2 students & parents in Pasumpondevar school, On 14th June 2015
30. Acted as a **Resource person** for 24th UGC Refresh programme for commerce faculty, 2015 Organized by Department of commerce, Mysore University, Mysore on 14th July 2015
31. Acted as a **Resource person** for National conference on Make in India organized by department of commerce and business administration, KPM COLLEGE on 8th September 2015
32. Acted as a **Resource person** for workshop on Alphabetic career guidance for successful Managers Organized by Department of Business Administration, Auxilium college, Vellore on 8th September 2015
33. Acted as a **Resource person** for planetary session “National level conference on Educate, Enable, Engage, Enrich and Empower Human Resources” on 29th January 2016 organized by SDNB Vaishnav college for women, Chennai
34. Acted as a **Resource person** for “Entrepreneurship Awareness camp” organized by Department of Mechanical Engineering, Sri Sai Institute of technology, Chennai on 5th February 2016
35. Acted as a **Resource person** for “Creativity In Problem Solving For Budding Managers” organized by Linton University, Malaysia on 20th February 2016
36. Acted as a **Resource person** for “Budget analysis” organized by FICCI & Puthiyathalaimurai, Chennai and live telecast on 29th February 2016
37. Acted as a **Resource person** for “Entrepreneurship Talk” organized by Tagore engineering college, Chennai on 3rd March 2016
38. Acted as a **Resource person** for “UNION BUDGET ANALYSIS” organized by Department of Management Studies, Sri Sai Ram engineering college, Chennai on 18th March 2016
39. Acted as a **Resource person** for “Entrepreneurship Awareness camp” organized by Department of computer science, Sri Sai Ram engineering college, Chennai on 30th MARCH 2016

40. Acted as a **Resource person** for “Entrepreneurship Awareness camp” organized by Department of Civil engineering Sri Sai Ram engineering college , Chennai on 9th march 2016
41. Acted as a **Resource person** for “ VALIKATTI -Career Guidance program” Organized by Dinamalar , Madurai on 4th April 2016
42. Acted as a **Resource person** for “Career Guidance program” for the employees children of Honeywell electrical Pvt ltd , Chennai on 9th April 2016
43. Acted as a **Resource person** for “ VALIKATTI -Career Guidance program” Organized by Dinamalar , Dharmapuri on 24th April 2016
44. Acted as a **Resource person for 24th UGC Refresh programme for commerce faculty,2015- Recent trends in teaching pedagogy** Organized by Department of commerce, Mysore University, Mysore on 24th&25th June 2016.
45. Acted as a **Resource person** for Panel discussion on **Skill Development** in “**National level technical symposium** “Organized by ETHIRAJ COLLEGE FOR WOMEN (Autonomous) Chennai on 6th October 2016
46. Acted as a **Resource person** for technical session in “State level Seminar on Role of Business Intelligence and Analytics in Decision Making - Role of Online Analytical Processing in BI Technologies “Organized by THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous) Villupuram on 14th October 2016
47. Acted as a **Resource person** for Faculty development program me on Teaching Strategies For Students Excellence in Global Scenario” Organized by Bharath college of science and management Thanjavur on 1/11/2016
48. Acted as a **Resource person** for “Entrepreneurship Awareness camp” organized by Department of computer science, Sri Sai Ram engineering college , Chennai on February 2017
49. Acted as a **Resource person for “Entrepreneurship Awareness camp”** organized by Department of Electronic and computer science, Sri Sai Ram engineering college , Chennai on February 2017
50. Acted as a **Resource person for “Career Guidance program”** for the Students of Sairam Matriculation school , Chennai Madippakam on February 2017

51. Acted as a **Resource person for “Career Guidance program”** for the Students of Sairam Matriculation school , Madurai on February 2017
52. Acted as a **Resource person for “Career Guidance program”** for the Students of Sairam Vidhyalaya , Pondicherry on February 2017
53. Acted as a **Resource person for “Career Guidance program”** for + 2 students , organized by Dinamalar , YMCA Chennai on 2nd April 2017
54. Acted as a **Resource person for “Career Guidance program”** for + 2 students , organized by Dinamalar , codissia , Coimbatore on 1st April 2017
55. Acted as a **Resource person for “Career Guidance program”** for Honey well (MNC0 Employee children , Chennai on 30th April 2017
56. Acted as a **Resource person for Managerial excellence for business men in the Innovation Entrepreneurship Awareness camp ”** organized by Department of Production engineering , Sri Sai Ram engineering college , Chennai on 13th July 2017.
57. Acted as a **Resource person for “Entrepreneurship awareness and development program for engineering management students** organized by Tagore engineering college in association with ED institute Ahmedabad on 19th July 2017.
58. Acted as a **Resource person for “Career Guidance program”** for the Students of Amalorpove Higher secondary school, Pondicherry on 21st October 2017
59. Acted as a **Resource person for “Career Guidance program” – Vetri padigal** for school students , organized by Puthiyathalimurai, Hosur on 6th January 2018
60. Acted as a **Resource person for “Career Guidance program” –** for school students, organized by Rane TRW On 10th January 2018
61. Acted as a **Resource person for Feasibility study in Entrepreneurship Awareness camp ”** organized by Department of Electrical and electronics , Sri Sai Ram engineering college , Chennai on 6th February 2018
62. Acted as a **Resource person for Feasibility study in Entrepreneurship Awareness camp ”** organized by Department of Computer Science , Sri Sai Ram engineering college , Chennai on 21st February 2018
63. Acted as a **Resource person for FDP – Training for diet lecturer** organized by government of Tamilnadu, SCERT On 8th February 2018

64. Acted as a **Resource person** – Panel discussion and chairing session for “International Conference on “ emerging global issues and challenges ”, organized by the Department of commerce, SSS Jain college for women, Chennai on 17th February 2018.
65. Acted as a **Resource Person** Contemporary teaching methodology for commerce and management faculty on 5.11.2019 Refresher program,UGC HRD Center University of Mysore.
66. Acted as a **Resource Person** in Emotional Intelligence for sustainability development on 28.11.2019, Department of Training and Development South East Province Srilanka(SLAS).
67. Acted as a **Resource Person** , Ethics & social responsibility of graduate student on 1.12.2019,Eastern Univesity
68. Acted as a **Resource Person** , How to be an Entrepreneur for Executive MBA on 30.11.2019,Eastern University srilanka
69. Acted as a **Resource Person**, Innovative Methods and Social media & Social mediatools for effective education on 05.12.2019,Sponsered by AICTE at SSEC
70. Acted as a Resource Person, Innovative Teaching Methodology for engineering faculty,on 12.02.2019 FDP at SSEC
71. Acted as a **Resource Person for Orientation program**, Teaching Methodology Orientation program for University& college Teacher on 10.03.2020, UGC HRD Center University of Kashmir
72. Acted as a **Resource Person for Seminar**, Social Science Research and importance in Business Decision making on 10.03.2020,Department of commerce & financial Studies University of Kashmir
73. Acted as a **Resource Person for Seminar**, Understanding self concept for management student, 10.03.2020,Department of Management Studies University of Kashmir
74. Acted as a **Resource Person for IED**, Market & Business Development Model**23.04.2020** , IIC & EDC at SSEC
75. Acted as a **Resource person** , IQ or EQ- Tools for leadership success in digital era,27.04.2020,Refresher Program SSEC
76. Acted as a **Resource person**, Quality for women leaders, All India Hair and Beauty Association, Motivation talk on 04.05.2020

77. Acted as a **Resource person**,No medicines for your stress heart, All India Hair and Beauty Association, Motivation talk on 04.05.2020
78. Acted as a **Resource person**, Who I am?,workshop in APC Mahalakshmi College of women thuthodi on 12.05.2020
79. Acted as a **Resource Person**, “Shape your career 360”,AnnaiVellankanni college for women Saidapet,on 06.06.2020
80. Acted as a **Resource Person**”E-Learning and Tools for Effective Teaching and Learning,VoorheesCollege,vellore on 06.06.2020
81. Acted as a **Resource Person**”Online Education the New Normal”S.A Engineering College, Chennai on 16.06.2020.
82. Acted as a **Resource Person**”Startup Teaching Methodology for Sustainable Development” Sairam IM on 24.06.2020 to 30.06.2020
83. Acted as a **Resource Person** “E-Learning Resources and the Tools for Quality of Education” P.E.S College of Science,Arts and Commerce” on 25.06.2020
84. Acted as a **Resource Person** “Lecture Series”Sathyabama Institute of Science and Technology” on 27.06.2020
85. Acted as a **Resource Person**”Commerce Trends during Covid 19”Department of studies in commerce Mangalore University on 10.07.2020
86. Acted as a **Resource Person**”Online Career Guidance program for +2 Students “Bharath college of science and Management,Thanjavur on 08.06.2020
87. Acted as a **Resource Person for FDP** “Teaching strategy to Enhance Dynamism among the faculty”Government First Grade college Bannur,Karnataka on 29.05.2020
88. Acted as a **Resource Person** “E-Learning Resources and Tools for Enhancing Teachers and studentsQuality”Nallamuthu Gounder Mahalingam College on 25.05.2020
89. Acted as a **Resource Person for** International Conference”Global Entrepreneurship Survival Post COVID’19” on 11.07.2020 to 14.07.2020
90. Acted as a **Resource Person** “Innovative Teaching pedagogy in Engineering and Technology” on 19.05.2020”organized by EEE Sairam Engineering College,Chennai
91. Acted as a **Resource Person**”Qualitative and Quantitative Research”Tribhuvan University Kritphuar,Nepal on 24.05.2020

92. Acted as a **Resource Person** "Education Empowering in post Pandemic Environment" Sri Ramkrishna college of arts and Science on 15.05.2020
93. Acted as a **Keynote Speaker on international conference** "Confluence 2k20" DG Vaishnav School of Management on 7th and 8th May 2020.
94. Acted as a Resource Person for FDP "Empowerment of Education in post Covid" Anni Therasa Arts and Science College. Thirukazhikundram on 23.05.2020
95. Acted as a Resource Person 2 days Workshop on "Emotional Intelligence At the Exploration Stage of Career" Northern University Bangladesh on 21st and 23rd Dec 2020.
96. Acted as a **Resource Person** MHRD IIC&EDC Orientation Session on "National Education Policy with importance To Innovation and Entrepreneurship" on 17.12.2020
97. Acted as a **Resource Person** "CTPC jointly with Centre for Faculty Development organizing online Virtual FDP Program on "Innovative Teaching For Empowerment in Education" Sree Saraswathi Thyagaraja college on 19.12.2020.
98. Sairam Institute of Technology Acted as a **Resource Person** Department of commerce Webinar on "National Educational Policy 2020" Vels Institute of Science & Technology.
99. Acted as a Resource Person "orientation program" Ethiraj Women's College on 15.12.2020
100. Acted as a **Resource Person** AICTE_ISTE sponsored Refresher Program "Innovative And Industry Exposed Teaching Pedagogy" on 14.12.2020
101. Acted as a **Resource Person** "6th Global Education and skill and summit 2020" 11 to 13th Dec 2020.
102. Acted as a **Resource Person** "Newfangled Tendency in Education" Sona College of Arts and Science on 11.12.2020
103. Acted as a **Resource Person** IIC organized "International Conference on Innovative practices and Strategies in global Business and Enterprises" Kongunadu Arts and Science College on 4-6th Dec 2020.
104. Acted as a **Resource Person** power talk on First Generator Entrepreneur on 5.12.2020 Association of Tamizhar Parindurai Vanigam.
105. Acted as a **Resource Person** for FDP online workshop on Emerging Trends in Research Methodology" Mononmaniansundaram University.

106. Acted as a **Resource Person** (AICTE-Sponsored FDP) for implementation of “SDG in Higher Education Institutions” held on 24.02.2021 at Sairam Institute of Technology.
107. Acted as a **Resource Person** On “Business Opportunities and Entrepreneurship” on 11.02.2021 at Sairam Institute of Technology.
108. Acted as a **Resource Person** on “Innovative Teaching pedagogy for Sustainable development” held on 18.03.2021 at University of Kashmir.
109. Acted as a **Resource Person** on “Entrepreneurship and startup for faculty and students” held on 12.03.2021 at Sairam Institute of Technology.
110. Acted as a **Resource Person** on “HR & Marketing Trends in New Generation “ on 11.03.2021 at Sakthi Institute of Information Management (SIIMS)Coimbatore
111. Acted as a **Resource Person** on”Life and Professional Skills for Medical Professional” held on 10.03.2021 at Sairam Ayurveda College Chennai.
112. Acted as a **Resource Person** on”Union Budget 2021 Analysis”held on 04.03.2021 at world Higher Education
113. Acted as a **Resource Person** (AICTE-Sponsored FDP) for implementation of “SDG” held on 17.04.2021 at Sairam Institute of Technology.
114. Acted as a **Resource Person** FDP “Technology Entrepreneurship Development Program” held on 16.04.2021 at Sairam Institute of Technology.
115. . Acted as a **Resource Person** Tv Channel NEW 7 Tamizh channel regarding second wave of covid-19 held on 16.04.2021
116. Acted as a **Resource Person** (AICTE-Sponsored FDP on SDG) “NEP” held on 17.04.2021 At Sairam Institute of Technology.
117. Acted as a **Resource Person**”NEP” held on 15.04.2021 at Auxillam Vellore College.
118. Acted as a **Resource Person** AICTE Sponsored FDP “Innovative Teaching pedagogy” held on 02.03.2021 at Sairam Institute of Technology.
119. Acted as a **Resource Person** “Tamil Nadu General Election 2021” held on 06.04.2021 at Sathyam T V
120. Acted as a **Resource Person** “Impact of Emotional intelligence for Career Success”held on 11.03.2021 at Sairam Homeopathy
121. Acted as a **Resource Person** “NEP an Sustainable development in Quality Education” held on 15.03.2021. at Sairam Management Studies

122. Acted as a **Resource Person** “NEP for students“ held on 19.03.2021 at sairam Engineering College
123. Acted as a **Resource person** for Innovative Teaching Pedagogy for sustainable development held on 18 March 2021 at University of Kashmir.
124. Acted as a Resource person for Skill based competency for MBA Students in post COVID19 which is held on 22 July 2021 at STC school of management Pollachi.
125. Acted as a **Resource person** For Orientation programme for first year students which is held on 2 August 2021 at Sri Sairam polytechnic college.
126. Acted as a **Resource Person** for FDP on Innovative Teaching Pedagogy which is held on 8 September 2021 at Annai Velankanni women’s college.
127. Acted as a **Resource Person** “Innovative Teaching Pedagogy for Empowerment in Education “organized by Department of Commerce with Computer on Shri Ramakrishna Arts and Science College on 16th September 2021
128. Acted as a **Resource Person** 86th Guru Dakshina Faculty Induction Program For Faculty members “Innovative Teaching Pedagogy & OBE program” on 2nd November 2021.
129. Acted as a **Resource person** “National Education Policy 2020” on Dr.MGR Educational and Research Institute held on 9th November 2021.
130. Acted as a **Resource Person** For FDP on “National Education Policy 2020” Organized by Faculty of Management studies Dr.MGREducational & Research Institute held on 19th November 2021.
131. Acted as a **Resource Person** “KICK your Start-UP” Organized by Sri Sairam Engineering College Department of Computer Science and Business System on 15th December 2021.
132. Acted As a **Resource Person** International Series of Lecture Topic” Research Methodology” organized by DMI –ST-EUGENE University Zambia ,South Africa at 17.12.2021.
133. Acted As a **Resource Person** International Series of Lecture II Topic: Intellectual Property rights” organized by DMI –ST-EUGENE University Zambia ,South Africa at 21.12.2021

134. Acted as a **Resource Person** workshop on “MHRD-NIRF Ranking” organized by Tamilnadu Teachers Education University on 29.12.2021.
135. Acted as a **Resource Person** a webinar on “New Education Policy” organized by Sona College of Arts and Science at 29.12.2021.
136. Act as a **resource person** for Career Guidance program “Jayankondam Youth Foundation” Organized by Morden Arts and Science college. Held on 18th June 2021
137. Acted as a **Resource Person** webinar on Entrepreneurship & Innovation organized by Dwaraka Doss Goverdhan Doss Vaishnav College on 11.01.2022
138. Acted as a **Resource Person** International Seminar on the challenges of surviving the Ramifications of COVID-19 organized by Marudupaniyar college on 6.01.2022
139. Act as a **resource person** for FDP on National Education Policy 2020 Organized by VET – institute of Arts and Science. held on 19th July 2022
140. Act as a **resource person** for “Siragugal” Induction Program Organized by Golden Heart Foundation (NGO) held on 4th Sep 2022
141. Act as a **resource person** for FDP on “Emotional Intelligence for Doctors Professional in the VUCA world” Organized by Satyabhama University , Dental Medical College. Held on 12th Sep 2022
142. Act as a **resource person** for FDP on “Innovation Teaching Pedagogy” Organized by University Technologic PETRONAS(UTP) Malaysia. Held on 13th Sep 2022
143. Act as a **resource person** for the Refresher Course “Beyond the Classroom-A Teaching Pedagogy” Organized by University of Mysore, UGC-HRD Centre. Held on 22nd Sep 2022
144. Act as a **resource person** for FDP on National Education Policy 2020 Organized by Sairam Institute of Technology Dept of EEE held on 18th Sep 2022
145. Act as a **resource person** for “School of Law” Induction Program Organized by Chettinad University , Chennai held on 14th Sep 2022
146. Act as a **resource person** for ICSSR sponsored Symposium on National Education Policy 2020 Organized by St. Francis Institute of Management & Research, Mumbai held on 28th Sep 2022

147. Act as a **resource person** on International Seminar on “Sustainable Economic Stability: Impact of Blooming FINTECH” Organized by MNM Jain College , Chennai held on 16th Sep 2022
148. Act as a **resource person** for a Orientation Program “Foundation of Youth for Social Transformation” Organized by Loyala College held on 10th ,11th ,12th Nov 2022
149. Act as a **resource person** for “One Week Research Methodology Workshop for Social Science Scholars” Organized by University of KASHMIR UGC-HRD Centre held on 2 July 2022
150. Acted as a **Resource person** Career guidance for Entrepreneurship Awareness & Development Program Organized by AICTE Sponsored – ED cell Sairam Eng. College & SIT. Held on 17th,18th Oct 2022
151. Act as a **resource person** for orientation program for Newly Recruited Faculty members in different discipline from Engineering , Education , Management & Arts and Science organized by Loyala college held on (10-12th Nov.22).
152. Act as a **resource person** for AICTE ATAL Faculty Development Program (FDP) organized by Amirtha Vishwa Vidyapeetham University Chennai held on 13th Dec 2022
153. Act as a **resource person** 11th International conference on Emerging Research in Business organized by Sairam IM held on 16th Dec 2022
154. Act as a **resource person** 11th International conference on Emerging Research in Business. “Youth in India Startup”& Opportunities in our nation organized by Sairam IM held on 17 Dec 2022.
155. Act as a **resource person** 11th International conference on Emerging Research in Business organized by Sairam engineering college held on 17th Dec 2022
156. Act as a **resource person** 11th International conference on Emerging Research in Business organized by Sairam engineering college held on 17th Dec 2022
157. Act as a **resource person** for the Refresher course “Gender Equity in the Cultural changing scenario” organized by University of Kashmir UGC-HRD Centre. Held on 30th Dec 2022.

158. Act as a **resource person** for Induction program (FDP) on Innovation Teaching Pedagogy methods. Organized by University of Kashmir UGC-HRD Centre held on 19th Jan 2023.
159. Act as a **resource person** for Orientation program Organized by Sairam Homoeopathy Medical College held on 31st Jan 2023
160. Act as a **resource person** for orientation program Organized by Sairam Ayurveda Medical College and Research center held on 13th Feb 2023
161. Act as a **resources person** for Academic Experts sharing program Organized by Eastern University Sri Lanka held on 20th – 27th Feb 2023.
162. Act as a **resource person** for Institution's Innovation Council 5.0 Valedictory organized by Dwaraka Doss Govardhan Doss Vaishnav college. held on 27th Mar 2023
163. Acted as a **Resource Person** Information Department of Commerce ,Research and IQAC at St.Peter's University invited to inaugurate FDP on Research Culture in Higher Education Institution on 17th april 2023.
164. Acted as a **Resource Person** school of Management ,Hindustan University invited for “Research conclave 23” on 10th April 2023
165. Act as a **resource person** for “entrepreneurship and startup opportunities in India” organized by Tagore Engineering College held on 29th september, 2023.
166. Act as a **resource person** for “ Unleash your entrepreneurship journey with expert guidance” organized by Sri Sairam Engineering College held on 21st september, 2023.
167. Act as a **resource person** for the “ induction program” organized by Ethiraj women's college held on 14th september, 2023.
168. Act as a **resource person** for “ orientation program for freshers” organized by Tagore Engineering College held on 12th September, 2023.
169. Act as a **resource person** for “ MBA induction program” organized by Tagore Engineering College held on 12th September, 2023.
170. Act as a **resource person** for “ FDP innovative on teaching methods and technologies” organized by St.Peter's Institution for higher studies and research held on 4th September, 2023.
171. Act as a **resource person** for “ impact of social research for sustainable developments” organized by University of Kashmir held on 31st August, 2023.

172. Act as a **resource person** for “ guru-dhakshan” organized by UGC-HRD center pondicherry university held on 18th August, 2023.
173. Act as a **resource person** for “ Emotional intelligence for sustainable development” organized by Sairam Engineering College held on 27th July, 2023.
174. Acted as a **Resource Person** for handling MDP training on “Emotional Quotient for Business Managers “ which was held on 9th March 24 @ TIEMA
175. Acted as a **Resource Person** – Motivating UG and PG commerce students organized by Vivekananda College of Arts and Science for Women, Thiruchengode on 4th july 2024.
176. Acted as a **Resource Person for Orientation program**, for Sairam Polytechnic students on 05.07.2024,Chennai.
177. Acted as a **Resource Person** for Orientation program at Tagore Engineering College, Chennai on 9th September 2024.
178. Acted as a **Resource Person** for Refresher course on Innovative Teaching Pedagogy for Excellence in Higher Education at University of Mysore on 25th September 2024.
179. Acted as a **Resource Person** for Refresher course on Effective Classroom Management for Students Excel in Higher Education at University of Mysore UGC-HRD Centre on 05th October 2024.
180. Acted as a **Resource Person** for One-day Workshop on Designing of Industry Oriented Curriculum for Commerce at AMET University, Department of Commerce on 21st October 2024.
181. Acted as a **Resource Person** for Orientation program at Sri Sairam Homeopathy Medical College on 22nd November 2024.
182. Acted as a **Resource Person** for Workshop on Effective Sales and Marketing Strategies for Entrepreneurs/ Startups at Sri Sairam Homeopathy Medical College and Research Centre on 07th February 2025.
183. Acted as a **Resource person** for Five days Virtual Faculty Development Program on “Advancing Academic and Research Excellence Innovative Strategies for Faculty Development” at St. Joseph College from 24th February 2025 to 28th February 2025.
184. Acted as a **Resource Person** for Two Days National Conference on “Consumer Behaviour: Trends and Challenges” at Teresian College, Mysuru on 17th and 18th March 2025.

185. Acted as a **resource person** for one day faculty development program on empowering educator : emotional intelligence and innovative pedagogy for academic excellence at SRM university ramapuram

KEYNOTE SPEAKER

1. Delivered **keynote address** for UGC sponsored National Seminar on “Managing Global Recession “organized by PESE college, Mandya-Karnataka
2. Delivered **Keynote address** on “Career guidance and motivation” for Vidyasagar College on 16th December, 2010.
3. Delivered a **keynote address** in International conference on “Innovative Business and Technology Strategies for Developing Countries” held in Dubai, December 2011.
4. Delivered a **Keynote address** on “Career Path Awareness Programme” for +2 students organized by Pasumpon Fine Arts at T.Nagar on 23rd July 2012.
5. Delivered a **Keynote address** on “Entrepreneurial Motivation to Engineering & Management students organized by ED Cell, Sri Sai Engineering College, Bengaluru held on 4th August 2012.
6. Delivered a **Keynote address** on “Business Innovations in Global, organized by AVVS PUSHPAM College, Thanjavur, on 22nd September 2012.
7. Delivered **Keynote address** on International conference on 22nd February, 2014, organized by , Bharath College of Science and management ,Thanjavur
8. Delivered **Keynote address** on **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
9. Delivered **Keynote address** in International Conference on Emerging Management & Technology for Economic Sustainability (Emtes’17) 22-23 April 2017 ALHOSN University, Abu Dhabi, UAE.
10. Delivered **Keynote address** in International Conference on Management –Inspiring pledge for sustainability over challenge 25-26 July 2017 University of Jaffna, Sri Lanka.

11. Delivered **Keynote address** in National Conference on Infrastructure and sustainable development : issues and challenges organized by Basudev somani college, Mysore on 19th January 2018
12. Delivered **Keynote Address** on Infrastructure and Sustainable Development,Basudev Somani College Mysore, on19.01.2018
13. Delivered **Keynote Address** on Emerging Trends on engineering Technology and Management on 29th to 30th Nov 2018, Adithya Institute of Technology and Management &IFERP,AndhraPradesh,Srikakulum
14. Delivered **Keynote Address on** Green Environment and Technology for Business Development,7th AIRC 20.12.2018,South Eastern University(Sri Lanka).
15. Delivered **Keynote Address** on Multidisciplinary research and Education for enhancing economy ICMRSE 2019 on 29.03.2019,IFERP.chennai
16. Delivered **Keynote Addresson** Business Ideology for communities for well being,ARC 29.11.2019 Eastern University Sri Lanka
17. Delivered **Keynote Address** on Reimagining Business resilience in current Economy 08.05.2020, DG Vaishnav School of Management
18. Acted as a **Keynote speaker** for Training program for Emotional Intelligence for Empowerment in post COVID 19 which is held on 23 september 2021 at TNTE University.
19. Delivered a **Keynote speech** at International Conference on “Contemporary Trends, Challenges and prospects in Global Business” Organized by Christ Nagar college on 21st October 2021.
20. Delivered a **Keynote Speech** at International Conference on Multidisciplinary Academic Research & Development “ organized by Himalayan Garhwal University On 9 th October 2021.
21. Delivered a **Keynote Addressat** 7 Day –Hands on E-Workshop on “Financial Accounting Using Tally Prime “ organized by primax Foundation on 03.01.2022.
22. Acted as a **Motivational Speaker**for Department of Commerce at Vivekananda College of Arts and Science for Women in Thiruchengode on 4th July 24 Coimbatore on the theme “Chase Your Dream”.

23. Acted as a **Keynote Speaker** in Sairam Polytechnic College on concaving placement opportunities in the current scenario for the polytechnic and ITI Students held on 5th July 2024
24. Acted as a **Keynote Speaker** for ICSSR sponsored International Seminar on “Building a Cognitive Enterprise through AI powered” which was organized by Department of Corporate Sector Sri Ramakrishna College of Arts & Science (Autonomous) held on 27th July 2024
25. Acted as a **Keynote Speaker** for NIRF Higher Ed Summit Salem chapter @ Hotel CJ Pallazzio in Salem to emphasize the need and importance of Ranking for institutions enhancement held on 31st August 2024
26. Acted as a **Keynote Speaker** in Loyala School Campus organised a One Day MDP on “Leadership: Design & Development for Excellence in Education “for DMI Group of Schools Administration and Teachers held on 9th Sept 2024
27. Acted as a **Keynote Speaker** in Tagore Engineering College on intuiting young minds into innovation, technology & product developments with humanities for the society and economic development held on 9th Sept 2024
28. Invited as a **Keynote Speaker** at Stella Maris Women’s College(Autonomous)HRD& IQAC for the Unique Conclave on “Unlocking Revenue Potential: Consultancy Practices for Teaching Faculty” organized by Stella Maris Women’s College(Autonomous)HRD& IQAC On 10th September 2024.
29. Delivered **keynote speech** for ICSSR sponsored International Seminar on “Building a Cognitive Enterprise through AI Powered“ organized by Sri Ramkrishna College of Arts & Science, Coimbatore.
30. Delivered **keynote speech** for NIRF Higher Education Summit Sales Chapter at Hotel CJ Pallazzio, Salem on 31st August 2024.
31. Delivered **keynote speech** for unique conclave on “Unlocking Revenue Potential: Consultancy Practices for Teaching Faculty” Organized by Stella Maris Womens College on 10th September 2024.
32. Delivered a **Guest Speech** for Industry – Academia Conclave on “Future Skills and Workforce Development” Organized by Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women on 22nd January 2025.

33. Delivered a **Eminent speech** for Round Table discussions on “Preparing students for the future of work: Essential Skills for the 21st Century” was held on 6th Dec.24 @ Novotel Hotel, Chennai.
34. Delivered a **keynote speech** to brief about the impact of Entrepreneurship in Indian Economy’s & various schemes available for Startup’s in India at AICTE & Ministry of Education on 23.11.24
35. Delivered a **keynote Speech** for Two Days National Conference on “Consumer Behaviour: Trends and Challenges” at Teresian College, Mysuru on 17th and 18th March 2025.
36. Acted as a **speaker** MDP Training program for emotional quotient for sustainable development which is held on 07th may at SRM University Ramapuram.
37. Acted as a **keynote speaker** for 10 & 12 career guidance at nagara kaarkaatha vellalar sangam, mayiladudurai on 27.04.2025.

CHAIRPERSON/CHIEF GUEST

1. Acted as a **Chairperson** in the International Conference on “New Teaching Techniques”, 9th – 12th May, 2007 at University of Malaysia, Kulalumpur.
2. Acted as a **Chairperson** in the International Conference on Banking Technology on 10th 11th Jan 2008, organized by Karpagam College of Arts & Science, Coimbatore.
3. Acted as a **Chairperson** in National Conference on Service Sector organized by Kalasalingam University, Shrivilliputhur December 2007
4. Acted as a **Chairperson** in National Conference on Innovative Management Practices on 11th April 2008 Organized by AVC College of Engineering.
5. Acted as a **Chairperson** in National Conference on Consumerism organized by Kalasalingam University, Srivilliputhur 17th December 2008
6. Acted as **Moderator** in Panel Discussion And Chairperson at national level conference on Innovative HR Practices, held on 30/10/09 organized by Karpagam University, Coimbatore
7. Acted as a **Chairperson** in Inter National Conference on Retail Excellence organized by SRM University, 23 December 2009

8. Acted as a **Chairperson** in Inter National Conference on “Survival growth strategy in changing Business scenario” organized by Annamalai University, 28 & 29th December 2009
9. Acted as **Chairperson** for International conference on retailing excellence during 22 - 24th December 2009, organized by School of Management, SRM University Chennai
10. Acted as **Chairperson** for National seminar on “Role of IT in Management” organized by Jain College of Management on 22nd January, 2010
11. Acted as **Chairperson** for Loyola college UGC sponsored National seminar on “Impact of FDI on Indian economy” on 10th February, 2009
12. Acted as **Chairperson** for International conference on “Sustainable strategies on technology and Management for developing countries”, 10th May 2010, Tyndale College, Singapore
13. Acted as **Chairperson** for international conference on “ Changing perspective of Management: Resisting the past analyzing the present and exploring the future”, on 26th August, 2011
14. **Chaired A Session** for International Conference on Computer Application, organized by Techno forum Inc, Puducherry, on 24th & 25th December, 2010.
15. **Chaired A Session** for International conference on “Business Strategy on Corporate Race – A Multidisciplinary in global perspective organized by Dhanalakshmi Srinivasan Engineering College on 6th May, 2011
16. **Guest of Honor** for National seminar on “Emerging trends in Financial Services: Challenges and Opportunities” organized by Sri Padmavati Mahila Visvavidyalayam, (Women’s University) Tirupati – AP, 25th August, 2011
17. Acted as **Chairperson** for International conference on “ Leading Beyond Horizon: Engaging future” organized by Annamalai University, on 28-30th July, 2011
18. Acted as **Chairperson** –management stream for International Conference on Computer Application, organized by Techno forum Inc, on 28th January, 2012, Puducherry
19. Acted as a **chairperson** on national level Seminar on “Inclusive Business Practices – Its role and relevance from social empowerment perspective” held on 10th February, 2012

organized by PG & research Department of Commerce, BON SECOURS College for Women, Thanjavur.

20. Acted as a **chairperson** in the National conference on ‘Contemporary benchmarking in Banking & Insurance sector in India’ held on 16th February 2012. Organized by the Department Of Commerce, Loyola College, and Chennai.
21. Acted as a **Chairperson** in National Conference on “Emerging trends in Engineering and Management”, 4th- 5th July , 2013 at JSS College of Engineering and technology, Bangalore
22. Acted as a **Co-Chairperson** in International conference on "Contemporary Issues In Business Management And Finance - 2013" - September 28th & 29th 2013 –organized by Department of Business Management and Finance , University of Kashmir, Srinagar.
23. Acted as a **chairperson** on “International conference on contemporary management (ICCM)-2014 on 14th march , 2014, organized by , faculty of management studies & commerce , university of Jaffna , Sri Lanka
24. Acted as a **Chairperson** on International conference “ Materials and Manufacturing Engineering “ Organized by Department of production engineering, SSEC on 19 & 20th December 2014
25. Acted as a **Chairperson** on International conference - Pursuing Pentahelix Industry Collaboration: An ASEAN Regional Integration Challenge in Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 organized by DPU & Kedge business school, Bali on 14th October 2015.
26. Acted as a **Chairperson** on “National level conference on Educate, Enable, Engage, Enrich and Empower Human Resources” on 29th January 2016 organized by SDNB Vaishnav college for women, Chennai.
27. Acted as a **Chairperson** on International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016) organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.

28. Acted as a **Chairperson** for the International conference on “Prism of Possibilities - Business Opportunities and Challenges in the Global Era”, organized by the PG& Research Department of Commerce, Loyola College, on 19th and 20th January, 2017.
29. Acted as a **Chairperson** for “International Conference on “ Managing metamorphosis of Make in India in the Global era -Roadmap and challenges ahead”, organized by the Saveetha Engineering College, Chennai on 21.12.2017
30. Acted as a **chairperson** for 6th International Conference on Contemporary Management (ICCM)-2021 on Issues and challenges of Sustainable Development Fostering Resolutions towards Economic Resilience held on 29-30 April 2021 at the University of Jaffna-srilanka.
31. Acted as a **chairperson** for Faculty Development Programme on role of IQAC in Higher Education which is held on 8 september 2021.
32. Acted as a **chairperson** for International Conference on Business Analytics and Intelligence – ICBAI 2023 on March 16th, 2023 at M.O.P.VAISHNAV COLLEGE FOR WOMEN AND THE DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)
33. Acted as a **Chairperson** in the International Conference on Management organized by AIMS International and Symbiosis University of Applied Sciences, Indore from 1.3.24 to 3.3.24.
34. Acted as **chief guest** for the award of Best Faculty by Techno forum Inc, Puducherry, on January 2012
35. **Acted as a Chief Guest for the Inauguration** of Associations of Commerce, Accounting and Finance at Thiruthangal Nadar College on 28th August 2002.
36. **Acted as a Chief Guest** National Conference On Emerging Trends In Business, Organized by Sacred Heart College, Thirupathur.
37. **Acted as a Chief Guest** National Conference On Child Fest, on February 2013 Organized by Loyola College, Chennai.
38. Acted as a **Chief guest** for “INTERNATIONAL CONFERENCE ON SCIENCE , ENGINEERING AND MANAGEMENT –ICSEM 2013” on 17.05.2013 organized by Srinivasan Engineering college, Perambalur.

39. Invited as a **Chief Guest** For Career guidance for polytechnic students on 1st year Induction day programme organized by Sai Ram Polytechnic college , Chennai on 6th July 2017
40. Invited as a **Chief Guest** For 71st Independence day celebration organized by Shree Niketan Matriculation Hr secondary school , Tiruvallur on 15th August 2017
41. Invited as a **Chief Guest** For 1st Year MBA Induction programme students organized by Ethiraj women's on 21st August 2017
42. Invited as a **Chief Guest** and delivered the motivational talk for computer science students on Intrafacet competition Festival organized by Anna adarsh women's college on 15th September 2017
43. **Guest of Honour** for Gold Hat Foundation on 8th October 2017
44. Acted as a **Chief coordinator for “+2 Management course new syllabus framing”** for, Pondicherry on 11-13th October 2017
45. **Guest of Honour for ASDF Award Function** held at Royal Inn , Goa on 31.12.2017
46. Invited as a **Chief Guest** For NSS valedictory function organized by Sai Ram Polytechnic college , Chennai on 31st January 2018
47. Invited as a **chief guest** for Training Program on Cultivation of Start-up Culture for the Department of ECE and ICE organized by Sri Sairam Engineering college on 12.01.2022
48. Faculty Development Webinar under CPE Grant on Emotional Quotient for Empowerment organized by the standard fireworks Rajaratnam college for women held on 17.01.2022
49. Motivational Talk on Understanding Concepts organized by Department of Management Studies and Department of science and humanities
50. IQAC organizes FDP on Effective Teaching strategies for quality Enhancement in higher Education Institution organized by Holy cross college on 15.07.2022
51. Orientation program on Motivational speech organized by Sai ram Polytechnic College held on 04.10.2022
52. Annual Research Session 2022 faculty of Commerce and Management Eastern university,Sri Lanka” Honoring the past Treasuring the present and shaping the future.

53. University of Kashmir UGC-HRD Center organizes one week Research Methodology workshop for social Science scholars on 02.07.22
54. IQAC & Center for Faculty Development Jointly organized two day FDP on emerging Trends in New Education Policy by A n Institution run by Vellalar Educational Trust on 19.07.2022
55. AIMS Sponsored FDP on Branded Building Measures for Business School organized by Sree Saraswathi Thyagaraja College pollachi on 12.07.2022
56. Chief Guest for 11th batch MBA Induction program Organized by Eva Stalin School of Business held on 14th Sep 2022
57. Guest of Honour for International conference on Celerity in Commerce, Business Management & Humanities towards Sustainable Development Organized by SDNB Vaishnav Women's college , Chennai held on 30th Sep 2022
58. Acted as a panel discussion and Emphasis on “Forging New ground In higher Education-Indian University with a Global Presence “ in ASMA Higher Education Conclave was held on 21st April 23 at IITM Research Park.
59. Acted as a panel member for discussion on Decoding NEP-Shaping India into a Global Knowledge Superpower in New Normal Education Leadership summit 2023 on 28.04.2023 held at green park organized by ARODORCOMM media,
60. Act as a chief guest for “ SAS induction program” organized by Vinayaka Mission’s research foundation held on 4th August, 2023.
61. Act as a chief guest for an “ induction program” organized by Nelliandavar Engineering College held on 30th August, 2023.
62. Invited as a Chief Guest by School of Law, Crescent University to share my knowledge on “Entrepreneurship and Start-Up” on 11th March 2024.
63. Invited as a Chief Guest for MBA Induction program organized by Tagore Engineering College held on 9th Sept 2024.
64. Invited as a Chief Guest to hoist our National flag in 78th Independence Day in Vivekananda Vidyalaya, Chengalput held on 15th Aug 2024.
- 65.** Acted as a Chief Guest for the Inauguration of Commerce Research Club, Vivekananda Arts and Science College for Women on 4th July 2024.
- 66.** Acted as a Chief Guest for the Inauguration of ICSSR sponsored International Seminar

on Building a Cognitive Enterprise through AI Powered Transformation on 26th July 2024, organized by Ramakrishna College of Arts and Science (Autonomous), Coimbatore.

67. Acted as a Chief Guest for the 78th Independence Day at Vivekananda Vidyalaya, Chengalpet on 15th August 2024.
68. Acted as a Chief Guest for the MBA Induction Program at Tagore Engineering College, Chennai on 9th September 2024.
69. Acted as a Chief Guest for Siragugal Family Meet 24 conducted by Gold Heart Foundation at Ever Win Vidhyasharam, Kolathur on 28th September 2024.
70. Acted as a Chief Guest for Commerce Café (Entrepreneurial Skills) event at Little Flower Higher Secondary School, Kundrathur on 25th October 2024.
71. Acted as a Chief Guest for Valedictory function (Innovation Project Competition event) at Dharam Hinduja Higher Secondary School, Thiruvetriyur on 19th November 2024.
72. Acted as a Chairperson in the St.John's Public School, Medavakkam to inaugurate the two day Business League event on 6th Nov 24.
73. Acted as a Chairperson at AIMS International Conference on Management organized by IIM Kozhikode on 4th January 2025.
74. Acted as a doctoral colloquium Chairperson at AIMS International Conference on Management organized by IIM Kozhikode on 3rd January 2025.
75. Acted as a Chief Guest for One day International Conference on "Exploring AI in Interdisciplinary Innovations and Contemporary Landscape" organized by Agurchand Manmull Jain College on 14th February 2025.
76. Acted as a Chief Guest for National Level Case Writing Workshop organized by Tagore Engineering College on 15th March 2025.
77. Acted as a Chairperson for Asian Journal of Economics, Business and Accounting on 15th March 2025.

SPECIAL ADDRESS

1. Delivered **Special address** on “ Career guidance and opportunities for software engineers ” organized by Computer Association, Department of Computer Science, SDNB Vaishnava College on 10th January, 2011
2. Delivered **Inaugural address** for MDP on “ Supply chain Management “ on 19th January, 2011, organized by S.A. Engineering college in association with MSME
3. Delivered **special address** for NSS camp- Sai Ram Polytechnic students on “Motivation and Career growth” on 12th Feb 2011
4. Delivered special address on **career guidance and placement opportunities** for + 2 students organized by Pasumpon fine arts, Chennai held on 16th June 2012
5. Participated in Conclave “Energy as a factor for sustainable development ” Organized by MMA at Taj Connemara ,Chennai, October 31, 2011
6. Delivered a **Special Lecture** for research scholars on “Significance of data analysis for valuable research” for the Workshop on Research Methodology organized by St peter's University, Chennai, on 18th November, 2011
7. Delivered **Inaugural address** in National Conference on “Emerging Trends in Business research” held on 16th February, 2012, organized by MEASI Institute of Management, Chennai.
8. Delivered **Valedictory address** in International Conference on “Global Business management” held on 17th February, 2012. Organized by Department studies, SA Engineering College.
9. **Acted as a National Jury** for Young Manager Competition organized by AIMA on 27th 28th July 2012.
10. **Acted as a Panel discussion member** on “Utilization of Global IT Workforce” in the International Conference on “International Challenges on Global Entrepreneurship” organized by BON SECOURS College for Women, Thanjavur, on 31st August 2012.
11. **Delivered a Special address** in the International Conference on “International Challenges on Global Entrepreneurship” organized by BON SECOURS College for Women, Thanjavur, on 31st August 2012.
12. Acted as a Panel discussion member on “Innovative strategies” in the International Conference on “Business Innovations in Global” organized by AVVS PUSHPAM College, Thanjavur, on 22nd September 2012.

13. Delivered a Special lecture on “Alphabetic Career Guidance and Motivation for Accounting and Finance Managers” organized by LINTON University College, Malaysia on 27th September, 2012.
14. Delivered Inaugural address in National Level Management Meet held on 20th October, 2012, organized by Department of Management Studies, G.Tech College, Vellore.
15. Delivered Valedictory address on National level workshop on “Research Article writing and publications in National and International journals” on 20th October, 2012. Organized by LISSTAR , Loyola College autonomous, Chennai.
16. Delivered Valedictory address on National level workshop on “ERP” on 5th January, 2013. Organized by Centre for industrial research and development, Chennai.
17. Delivered Inaugural address on National Level Seminar on Research Colloquium for business held on 9th august, 2013, organized by Department of Commerce, M.S University, Tirunelveli
18. Acted as a Guest Of Honour on December 2013 Organized by Jai Gopal Karodia school, Chennai
19. Acted as a Panel discussion member on “International conference on 22nd February, 2014, organized by , Bharath College of Science and management ,Thanjavur
20. Delivered Inaugural address on UGC sponsored National conference on “Human Resource Development perspective and challenges” organized by Department of economics , St.Mary's college , Tirunelveli on 20th February 2014
21. Acted as a Panel discussion member on “International conference on contemporary management (ICCM)-2014 on 14th march , 2014, organized by , faculty of management studies & commerce , university of Jaffna , Sri Lanka
22. Delivered Inaugural address on International FDP On Human resource management strategy in Global perspective ” organized by Department of commerce , M.S University, Tirunelveli on 27th march 2014
23. Acted as a Panel Member For CII-UNICEF Program on CSR For World Quality Education at Residency Tower Hotel, Chennai on 12th May 2014
24. Acted as aExpert Member For ICSSR- Major Research Project on “ Livelihood improvement of fisheries by improving marketing and business strategies on fish selling

by the women”, for Department of Business administration, Annamalai University, Chidambaram.

25. Delivered Inaugural address on MBA – Induction day for first year fresh MBA students in Ethiraj college, Chennai on 27th August ,2014
26. Delivered Inaugural address on International conference “Biggest challenge facing education Today” organized by University of Malaya & SIMS at River View Hotel, Kodaikanal, on 13th -14th December 2014
27. Delivered Valedictory address on Students Convention – Emerging executive meet on 28th January, 2015, organized by , Auxilium College, Vellore
28. Delivered Inaugural address on Mathematics club in MCC College, Chennai on 30th January 2016
29. Delivered Valedictory address on NSS Camp organized by Sri Sai Ram Polytechnic college on 2nd February 2016
30. Delivered Inaugural address on “State level Seminar on Role of Business Intelligence and Analytics in Decision Making “Organized by THEIVANAI AMMAL COLLEGE FOR WOMEN (Autonomous) Villupuram on 14th October 2016.
31. Delivered Valedictory address on “ Innovative strategies and practices for Business Excellence Organized by School of management studies and commerce , Vels University , Chennai on 15th March 2017
32. Delivered Address on “Digital Transformation in Quality of Indian Higher education “ at Vidhyasagar women’s college. Held on 22nd November 2021.
33. Acted as a Panel Member for Debate Discussion on Digital Literacy and Cyber Security in Education in EDUCATION LEADERSHIP SUMMIT & AWARDS 2024' held at Le Méridien in Coimbatore on 3rd May 2024.
34. Acted as a Panel discussion member on “21st Century Leadership:Thriving in a Globalised World”, organized by , Sairam Institutions and Global Emerging Leadership (GELP) Canada on 22nd Nov.24
- 35. Acted as Panel discussion member** on Future Trends in Education Technology and Digital Skills Enhancement in World Higher Education Summit 2024 organised by elet Higher Education Consultant at ITC Hotel, Chennai on 24th September 2024.

PATENT PUBLICATION

1. Patent Titled: **A SYSTEM FOR PROVIDING AN ONLINE CRM PLATFORM FOR FINANCIAL ADVISERS AND MANAGERS** with Application No. 202241032115 has been published.
2. Patent Titled: **A CYCLE PHONE HOLDER WITH LIGHT** with Application No. 350624-001 has been granted on 04/10/2021.
3. Patent Titled: **A ROBOTIC CLEANING DEVICE** with Application No. 350505-001 has been granted on 03/10/2021.
4. Patent Titled: **SUPPORTING TOOL IN THE MICROFINANCE INDUSTRY TO SUPPORT DECISION MAKING FOR PLANNING AND CUSTOMER SATISFACTION STRATEGIES** with Application No. 202341039755 A has been published on 18/08/2023.
5. Patent Titled: **A SYSTEM FOR PROVIDING AN ONLINE CRM PLATFORM FOR FINANCIAL ADVISERS AND MANAGERS** with Application No. 202241032115 A has been published on 17/06/2022.
6. Patent Titled: **THE EFFECTIVENESS OF GREEN MARKETING ON THE DECISIONS OF POTENTIAL CONSUMERS** with Application No. 202341043834 has been published on 01/09/2023.
7. Patent Titled: **A SYSTEM FOR INVESTIGATING THE INFLUENCE OF ORGANIZATIONAL AND LEADERSHIP PERFORMANCE BY MACHINE LEARNING INTERFACE AND METHOD THEREOF** with Application No. 202321014730 has been published on 17/03/23.
8. Patent Titled: **PORT COMMUNITY SYSTEM UTILIZING BUSINESS MANAGEMENT FOR ENHANCED LOGISTICS AND TRADE FACILITATION** with Application No. 202541012483A has been published on 21/02/2025.

CASES DEVELOPMENT

- **Is Lakmi Villas Bank –Alive with stakeholders or Alone? Oct 2021**
- **Crucial Decision for Public Holiday** published in M .Infiniti Journal of Management (Bi-annual), 2012 December. pp
- **Competitive Strategies For The Growth Of Air Asia In Asian Aviation Market,** published in M .Infiniti Journal of Management (Bi-annual), 2012 December. pp

- **Retaining or Reliving Strategy**, 2012 published in M .Infiniti Journal of Management (Bi-annual).
- **Kingfisher Fall or Fly**, 2012 Sankhya, International Journal of Management and Technologies (Bi-annual)
- **360 Degree Appraisal**, published in M .Infiniti Journal of Management
- **“Professor recruitment through handout”** -Is this a ethical practice for HRM,
- **Are customers finding Saravana Bhavan sambhar to be sweet or sour?** case developed
- **Debt- Laden Air India Landed into TATA Family** case published in Management cases Edited volume, PP:11, ISBN: 9788194714910, 2022.
- **Has political Bond polluted the Indian Election Systems?** case published in Contemporary Management cases Edited volume, PP:17-23, ISBN: 978-81-947149-4-1, 2024.
- **Is Lakshmi Vilas Bank- Alive with Stakeholders or Alone?** In Compendium of Management Case Studies 2021, Published by CLEVER FOX PUBLISHING.
- **Debt – Laden Air India Landed into TATA Family** published in Management Case Conference, 2022, Published by Sri Sairam Institute of Management Studies, Chennai, PP:11-15, ISBN: 9-788194-714910
- **Crucial Decision for Public Holiday** published in M .Infiniti Journal of Management (Bi-annual), 2012 December. pp
- **Competitive Strategies for the Growth of Air Asia In Asian Aviation Market**, published in M .Infiniti Journal of Management (Bi-annual), 2012 December. pp
- **Retaining or Reliving Strategy**, 2012 published in M .Infiniti Journal of Management (Bi-annual).
- **Kingfisher Fall or Fly**, 2012 Sankhya, International Journal of Management and Technologies (Bi-annual)
- **360 Degree Appraisal**, published in M .Infiniti Journal of Management
- **“Professors recruitment through handout”** - Is this a ethical practice for HRM,

PAPERS PRESENTED IN INTERNATIONAL CONFERENCE / SEMINAR

1. Presented a paper titled “An Empirical Study on Impact of Fintech on Banking Industry ” at AIMS International Conference, organised by Symbiosis University of Applied sciences , Indore, from 1.3.24 to 3.3.24 .
2. Presented a paper titled “Impact of Technology Startup on Economic development with reference to India and China” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” Sri Sairam Engineering College , from 14.12.23 to 15.12.23
3. Presented a paper titled “Impact of Big Data Analytics in Global Business for sustainable development” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” Sri Sairam Engineering College , from 14.12.23 to 15.12.23
4. Presented a paper titled “Mobile tourism application with blogging feature to enhance destination marketing ” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” Sri Sairam Engineering College , from 14.12.23 to 15.12.23
5. Presented a paper titled “A web and mobile application to identify the availability of drinking water information during a water crisis” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” Sri Sairam Engineering College , from 14.12.23 to 15.12.23
6. Presented a paper titled “Performance impact of online learning: pre and during COVID-19 perspectives from Sri Lankan government Universities” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” Sri Sairam Engineering College , from 14.12.23 to 15.12.23
7. Presented a paper titled “Impact of Logistics on growth of Indian Economy” in International Conference on SOM’23 , IIM Shillong , from 14.12.23 to 16.12.23
8. Presented a paper titled “Impact of Technology Startup on Economic development with reference to India and China” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” from 14.12.23 to 15.12.23 , Sri Sairam Engineering College.
9. Presented a paper titled “Impact of Big Data Analytics in Global Business for sustainable development” in International Conference on “Intelligent Computing and Control for

Engineering and Business Systems” from 14.12.23 to 15.12.23 , Sri Sairam Engineering College.

10. Presented a paper titled “A web and mobile application to identify the availability of drinking water information during a water crisis” in the International Conference on “Intelligent Computing and Control for Engineering and Business Systems” from 14.12.23 to 15.12.23 , Sri Sairam Engineering College.
11. Presented a paper titled “A web and mobile application to identify the availability of drinking water information during a water crisis” in the International Conference on “Intelligent Computing and Control for Engineering and Business Systems” from 14.12.23 to 15.12.23 , Sri Sairam Engineering College.
12. Presented a paper titled “Performance impact of online learning: pre and during COVID-19 perspectives from Sri Lankan government Universities.” in International Conference on “Intelligent Computing and Control for Engineering and Business Systems” from 14.12.23 to 15.12.23 , Sri Sairam Engineering College.
13. Paper Presented on “A Study on impact of Micro Finance on SHGs-Case of Chennai “At Twentieth AIMS International Conference on Management organized at the Institute of Management Kozhikode. On 28-31 Dec 2022
14. Paper Presented on “A Study on youth Preception towards Selection of Leaders for Socio Economic Development with Reference to India’ At Twentieth AIMS International Conference on Management organized at the Institute of Management Kozhikode. On 28-31 Dec 2022
15. Paper Presented on “Data Analysis on mobile Payment Technology with reference to users Behavior of Retails Goods in India” Fourth International Conference on computing and Communication s Technologies on 16-17th Dec 2021
16. Paper Presented on Professional students’ perception on Career Training Opportunities- A Study with reference to India Tenth International Conference on Advancement of Development administration 2021(Tailand) on 22-23 July 2021
17. Paper Presented on Impact of Micro Finance on Self Help Groups in India Tenth International Conference on Advancement of Development administration 2021(Tailand) on 22-23 July 2021
18. Paper Presented on “Performance Analysis of Securities Markets with Reference to Asian

Stock Markets”6th International Conference on Contemporary Management(ICCM)-2021on
29-30th April 2021 at University of Jaffan-Srilanka

19. Paper presented on Application of stimulus –organism response Model to understand Consumers International towards M-Commerce Apps a srilanka study,10th International online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
20. Paper presented on Oil price crisis: Financial Risk and Strategies for greater Sustainability in the post Covid’19,10th International Conference online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
21. Paper presented on A Study of Export Performance of cashew Kernal & Liquid with reference to India ,5th In Traders International conference on International Trade 13-14 April 2020 Turkey(online)
22. Paper presented on Dental Physician Empathy towards patients well being: Study with Reference to India, 5th In Traders International conference on International Trade 13-14 April 2020 Turkey(online)
23. Paper presented on Rural Entrepreneurship and factor influences for business sustainability, International conference on Management Education, AIMS and IIM-Kozhikode, 2nd,3rd and 4.1.2020
24. Paper presented on impact on social media for empowerment of youth carrier development, International conference on Digital Economy, IIM Raipur, 7.12.2019
25. Presented Research paper titled “Effects of Television Advertising on Children: With Special Reference to Chennai School going Children’s” in International Conference on Future work organizations – ICFWO2017 ,held on 29th and 30th December,2017 at Goa University, Goa
26. Presented Research paper titled “Political events of Srilanka& their impact on market efficiency in stock prices : A case in Colombo stock exchange between the periods of 2005-2014” in 2ndInternational Conference on ICMIIGE-17 on 21st December,2017 at Saveetha Engineering College, Chennai
27. Presented Research paper titled “Opportunities and challenges for employment in tourism Industry in Northern province - Srilanka” in 2ndInternational Conference on ICMIIGE-17 on 21st December,2017 at Saveetha Engineering College, Chennai

28. Presented Research paper titled “ Employee motivational factors and its impact on employee retention in beverage industry located in Chennai" in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
29. Presented a Research paper titled “A study on dealers requirements towards two wheeler financing with reference to Chennai customers" in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
30. Presented a Research paper titled “Impact of faculty involvement in self financing institutions towards job satisfaction " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
31. Presented a Research paper titled “Impact of advertising on consumer purchase decision with reference to shri harini media ltd Chennai " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
32. Presented a Research paper titled “ An empirical study on supplier relationship using vendor analysis with special reference to it infrastructure service sector, Chennai, India " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka.
33. Presented a Research paper titled “Marketing strategies and customer satisfaction a study with reference to auto component vendors in Chennai " in conference proceedings of 4th International conference on contemporary management – Inspiring pledge for sustainability over challenge on 25th and 26th July 2017 Held at University of Jaffna, Srilanka
34. Presented a Research paper titled “"An Empirical Study on Factors Influence on Two Wheeler Customer Satisfaction With Reference To Chennai" in conference proceedings of Emerging Management & Technology for Economic Sustainability (Emtes’17) on 22-23 April 2017 Held at ALHOSN University, Abu Dhabi, UAE.
35. Presented a Research paper titled “A Study on Consumer’s Perception on Brand Loyalty with Reference to Fast Moving Consumer Goods (FMCG) in India” in **International**

Conference on Business Management, Economics and Social Sciences (ICBMESS 2016) organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.

36. Presented a Research paper titled “A Study on Consumer Behavior of Junk Food with Reference to School Children’s in Kerala” in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
37. Presented a Research paper titled “A Study on Factors Influence a Purchase Intention with Reference to Indian Apparel Brand” in **International Conference on Business Management, Economics and Social Sciences (ICBMESS 2016)** organized by Uttara University (Bangladesh), Association of Management Development Institutions in South Asia (AMDISA – A SAARC Recognized Body), and Global Business and Management Forum (GBMF – USA) on 21-23 December 2016, Dakha.
38. Presented a Research paper titled “A Study on Engineering Students Perception of Entrepreneurship Education and Development in Transformative Education Scenario With Reference to India” in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by Kathmandu university school of education
39. Presented a Research paper titled “Analysis Of Factors Determinant Professional Students Employability Skills With Reference To Engineering Education In India” in First International Conference on Transformative Education Research and Sustainable Development, to be held in Dhulikhel, Nepal on 21 to 23 October 2016 organized by Kathmandu university school of education
40. Presented a Research paper titled “Impact Of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali

41. Presented a Research paper titled "A Study On Employee Perception Of Retention Strategies With Reference To Software Industry In India "in International conference - Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015 , Bali organized by DPU & Kedge business school , Bali
42. Presented a Research paper titled "A Study On Buyers Perception Of Online Marketing With Reference To Consumer Durable Product" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
43. Presented a Research paper titled "A Study On Day Of The Week Affects On Share Price Volatility For Select Companies Listed In NSE" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
44. Presented a Research paper titled "An Comparative Study Of Worklife Balance In Various Industrial Sectors In Chennai" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
45. Presented a Research paper titled "Faculty Perception Towards Institutional Climate With Respect To Self Financing Engineering Colleges" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
46. Presented a Research paper titled "Impact Of Online Advertising And Sales Promotion In Revenue: An Empirical Study With Reference To FMCG" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
47. Presented a Research paper titled "Macroeconomic Variables And Stock Market Volatility In China - A Study With Reference To Shangai Stock Exchange Composite Index"

in International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015

48. Presented a Research paper titled “Study On Employees’ Retention Rate In Sriperumbudur Industrial Area” in International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
49. Presented a Research paper titled “A Study On Employee Engagement In Ashok Leyland Limited, Chennai” in International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
50. Presented a Research paper titled “A Study On Managing Employee Retention In It Industries, Chennai” in International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
51. Presented a Research paper titled “Worklife Balance Of Women Employees In Banking Sector With Special Reference To Chennai City” in International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
52. Presented a Research paper titled “A Study On The Impact Of As-Built Documentation In The Management Of Brown- Field EPC Projects” in International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)” in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
53. Presented a Research paper titled “. Innovative Strategic Issues Social Media Networking” in International Conference on “Banking, Finance, Business &Technology For

- Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
54. Presented a Research paper titled" The Fertiliser Scenario And Need For Joint Ventures Abroad" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
 55. Presented a Research paper titled" A Study on Factor Hindrance of Work Life Balance of Women Employees in IT sector with reference to Chennai" in International Conference on "Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT' 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015
 56. Presented a Research paper titled "Performance evaluation of selected leading public sector banks in India " in Indo- Canadian International conference of business and behavioral sciences on 3rd& 4th July , 2015 at Taj hotel, Panaji,Goa, India
 57. Presented a Research paper titled " A Study on institutional influence on effectiveness of entrepreneurial development program me with reference to engineering students "Indo- Canadian International conference of business and behavioral sciences on 3rd& 4th July , 2015 at Taj hotel, Panaji,Goa, India
 58. Presented a Research paper titled "The Impact of Internship Experiences on the Engineering students Behavioural Intentions with Reference to India Universities "in The Third International Conference on Advancement of Development Administration 2014— Social Sciences and Interdisciplinary Studies (the 3rd ICADA 2014—SSIS)Held on 9th October 2014.
 59. Presented a Research paper titled "A Study on Teaching Professionals satisfaction With Reference ToSelf supporting Institution in India "in 7th International Conference on Innovation and Knowledge Management in Asia Pacific (IKMAP 2014) organized by the Knowledge Management and Innovation Research Centre of The Hong Kong Polytechnic University and Bangkok University.Held on 10th October 2014.
 60. Presented a Research paper titled "Engineering students perceptions on employability skills with reference to engineering graduates in India in "ICCM -2014

61. Presented a Research paper titled "Organizational commitment among IT professionals the effect of transformational leadership in "ICCM -2014
62. Presented a Research paper titled "A study on performance evaluation of selected cement and steel companies listed in NSE, India" in "ICCM -2014
63. Presented a Research paper titled "Analysis of employees stress on performance of job with reference to BPO" in "ICCM -2014
64. Presented a Research paper titled "A study on performance evaluation of select banks in India in "ICCM -2014
65. Presented Research paper titled "A study on faculty job satisfaction and its impact on students satisfaction with reference to management institutes in chennai "ICCM -2014
66. Presented a Research paper titled "analysis of users satisfaction on two wheeler segment performance with reference to Chennai " in "ICCM -2014
67. Presented a Research paper titled "Dimensions of store loyalty towards supermarkets in Chennai " in "ICCM -2014
68. Presented a paper titled "A study on performance evaluation of selected cement & steel companies listed in NSE, India." in International conference on contemporary management (ICCM)-2014 on 14th march , 2014, organized by , faculty of management studies & commerce , university of Jaffna , Srilanka.
69. Presented a paper titled "Impact of FDI in housing and real estate with reference to India ." in International conference on "Contemporary Issues In Business Management And Finance - 2013" - September 28th & 29th 2013 –organized by Department of Business Management and Finance , University of Kashmir, Srinagar..
70. Presented a paper titled "Title - "Customers perception on Durable goods with reference to Big Bazaar, Chennai." in Two day National conference on "Sustainable development and planning - 2013" - September 6th & 7th 2013 - Organized by Central University of Karnataka.
71. Presented a paper titled "An Analysis of women employees stress: An Empirical study with reference to teaching professional in India" in the " Annual Conference on Global Economics, Business, and Finance (GEBF)-2012" ,Hong kong, on 15-17th December 2012
72. Presented a paper titled "An Analysis of FDI on service sector : A study with reference to in India" in the " Annual Conference on Global Economics, Business, and Finance (GEBF)-2012" ,Hong kong, on 15-17th December 2012

73. Presented a paper titled “Islamic Entrepreneurship Risk An Empirical Study With Reference To India” in International Conference on “Intellectuality and Leadership of Muslim Scholars In Research, Innovation and Creativity” organized by INTERNATIONAL CONFERENCE ON ISLAMIC LEADERSHIP, Malaysia, on 26th September 2012
74. Presented a paper titled “A profitability analysis of selected Steel companies in India” in International Conference on “Business Innovations in Global” organized by AVVMS PUSHPAM College, Thanjavur, 22nd September 2012
75. Presented a paper titled “A job satisfaction among teaching professionals in self financing arts and science college with reference to Chennai ” in International Conference on “Business Innovations in Global” organized by AVVMS PUSHPAM College, Thanjavur, 22nd September 2012
76. Presented a paper titled “Job Stress of Employee in IT Industry” in International Conference on Emerging Market and Issues in Management” organized by VIT university, Vellore, 16th March 2012
77. Presented a paper titled “Analysis of stakeholders perception on Corporate Governance: An Empirical study with reference to Software industry in India” in International conference organized by Asian Management Science Association and Putra Inteltek International college, Malaysia held on 2011.
78. Presented a paper titled ““A comprehensive Financial analysis of Aqua culture feed Industries in South India” for International conference organized by **RBAC University, Bangkok, Thailand** on 3rd and 4th March, 2011
79. Presented a paper titled “Employees attitude towards Organisation Culture with reference to automobile industry in India” in the International conference organized by Asian Management Science Association and Putra Inteltek International College, Malaysia held in 2011.
80. Presented a paper titled “Recent trends in foreign direct investment’ for International conference organized by **RBAC University, Bangkok, Thailand** on 3 rd and 4th March, 2011
81. Presented a paper titled “Advertising Targeted at children – A critical Analysis” in the International conference organized by Asian Management Science Association and Putra Inteltek International College, Malaysia held in 2011.

82. Presented a paper titled “Bio-Fuel: as an alternative and its feasibility” in the International conference organized by Asian Management Science Association and PutraInteltek International college, Malaysia held on 2011.
83. Presented on “Evolving organized food and grocery retail in India ”Presented for Third International conference on Management Research, 14th &15th February ‘09
84. Presented on “Capitalization of software development cost : a survey of accounting standard practices in the software industry” for International conference -Impact of economic crisis on global business scenario, September 23&24,2009
85. Presented on “Employee turnover in small scale industries” for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
86. Paper presented on “Leadership competency today’s requirement or future challenges”
87. For International conference on Impact of economic crisis on global business scenario,
88. September 23&24,2009
89. A paper presented on “A study on stress management in teaching profession” for International conference on Impact of economic crisis on global business scenario, 23&24,2009
90. A paper presented on “A study on software employee stress with reference to south India”, for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
91. Paper presented on “Study on the cross cultural issues of BPO employee “for International conference on Impact of economic crisis on global business scenario, September 23&24,2009
92. Presented a paper titled“ Capitalization of software development cost : a survey of accounting standard practices in the software industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
93. Presented a paper titled “Stress management and the sandwich generation- A study of women employees in Chennai” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010

94. Presented a paper titled “Financial performance of Banking sector: An analytical study with reference to India” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
95. Presented a paper titled “Emotional Intelligence: A key factor for effective leadership” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
96. Presented a paper titled “Emotional Intelligence: A key factor for effective leadership” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
97. Presented a paper titled “Impact of Globalization in women working environment: A study with reference to BPO industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
98. Presented a paper titled “Job stress in IT industry” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
99. Presented a paper titled “Financial Performance of Software industry: An empirical analysis with reference to India” for “Sustainable strategies on technology and Management for developing countries, **Tyndale college of business, Singapore**, May 2010
100. A paper presented on “A study on financial performance of software companies with reference to India” for **Annual International conference on Global Business , Dubai** ,2009
101. A paper presented on “ Indian SME’s – The Key Competitive Factors for Success in Growing Economy” for International Conference on Entrepreneurship organized by Faculty of Management and Muamalah, **Selangor International Islamic University College, Malaysia**, 27th – 28th May, 2008
102. A paper presented on “Human Stress Management is Traditional or Modern Management”, for International conference on “The new teaching techniques”, organized by **University of Malaysia, Kuala Lumpur**, May 9-11, 2007
103. A paper presented on “ Epitome of Imparting Managerial Qualities in Tamil Literatures” for International conference on “The new teaching techniques”, organized by university of Malaysia, Kuala Lumpur May 9-11 ,2007

104. A paper presented on “Lean management of Aircraft Maintenance” in the International conference International conference on “Trends in information Sciences and Computing” organized by sathyabama University on 12th -14th December, 2007
105. A paper presented on “Bridging the skill gap through quality training” in the International conference International conference on “Trends in information Sciences and Computing” organized by sathyabama University on 12th -14th December, 2007
106. A paper presented on “ Promotional strategy – A key element in emerging business scenario” in the International conference organized by Indian Institute of Management – Kozhikode on “ Marketing in the age of convergence “ on 7th and 8th January 2006
107. A paper presented on “ Social relevance in management education – paradigm perspectives” in an International Conference organized by Cardamom planter Association college, Bodinayakanur on 21st, 22nd and 23rd, Feb 2006
108. A paper presented on “ Emotional Intelligence – A key to success in Global HR – practice” in the International Conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd Sep, 2006
109. A paper presented on “ Working women and stress global environment” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
110. A paper presented on “ Role of HR in Work Life Balance” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
111. A paper presented on “ Raising level of Indian Car performance in Global Scenario” in the International conference organized by Adaikalamatha Institute of Management, Thanjavur on 21st and 22nd September , 2006
112. A paper presented on “ Growth and constraints of Women Entrepreneurship in India” in the International conference organized by Department of Commerce, Loyola College, Chennai 15th and 16th , Feb 2007
113. A paper presented on “ Human Resource Management strategies in 21st century” in the International Conference organized by Jansons School of Business, Karumathampatti, Coimbatore, May 20-21, 2005.

114. A paper presented on “ E-CRM – A paradigm shift in hospitality services” in the International Seminar conducted by Muthayammal Engineering College, Rasipuram on 2nd Nov, 2006
115. A paper presented on “ Small Car Segment – Global Competitive Strategies” in the International conference organized by Department of Commerce, Loyola College, Chennai 15th and 16th, Feb 2007
116. A paper presented on “ Reshaping management education in the Global context” in the International conference organized by Devi Ahilya Vishwavidyalaya, Indore on 15th& 16th Nov,2003
117. A paper presented on “Emerging trends in global business Challenges and Opportunities” in the International seminar on P.R.Institute of management, Thanjavur on 6th& 7th Feb, 2004
118. A paper presented on “ Portrayal of women in advertisements – Dignity and decency” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
119. A paper presented on “A study on corporate governance Practices existing in software industry in India” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
120. A paper presented on “An analysis of employee attitude on pay and performance appraisal with reference to self financing engineering colleges” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
121. A paper presented on “Customer retention and brand loyalty in Car Industry” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
122. A paper presented on “The impact of stress among software Professionals” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
123. A paper presented on “LCD effectiveness in training – Global scenario” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007

124. A paper presented on “Organizational climate paradigm shift in software company in south India” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
125. A paper presented on “Strategy on training development on IT industry in global scenario” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
126. A paper presented on “Stress management strategy in global competitive environment” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
127. A paper presented on “Work life balance” in the International Conference organized by Sri Sairam Institute of Management Studies on 21st& 22nd Sep,2007
128. A paper presented on “ Car Driving – A symbol of women empowerment” in the International seminar organized by Mother Teresa University on 8th& 9th Mar, 2006
129. A paper presented on “Indian entrepreneur competitive strategy in global environment” in the 9th International conference, Professional Institute of Management, New Delhi. 3rd-5th Jan 2008
130. A paper presented on “SME competitive strategy in global environment” on 22nd& 23rd Dec., 2008. SRM University, Chennai.
131. Bridging the skill gap through Quality Training on 12 – 14th December 2007, International Conference organized by Sathyabama University, Chennai.
132. Lean Management of Aircraft Maintenance on 12 – 14th December 2007, International Conference organized by Sathyabama University, Chennai
133. Presented a Research paper titled “ An Effectiveness of supply chain management on Inventory control with reference to automobile industry “in National Conference on emerging trends in Engineering Management (NCETEM -2014) Held on 6th and 7th November 2014
134. A paper titled “A Key Factor Determinant of Attrition With Reference To BPO Industry in India” presented on UGC sponsored National conference on “Human Resource Development perspective and challenges” organized by Department of economics , St.Marys college , Tirunelveli on 20th February 2014
135. A paper presented on “Entrepreneurship opportunities and Challenges” in the National Level Seminar organized by Rajalakshmi Engineering College, Chennai on July 25 -27, 2005.

136. A paper presented on “ Global Advertising Strategies – Opportunities and Challenges” organized by SRM Institute of Science and Technology, Deemed University – National Conference, Feb 23rd and 24th on “ Indian MNC’s Opportunities and Challenges”
137. A paper presented on “ Emerging trend in business research – Marketing and social sciences” organized by SRM Eswari Engineering college on 31st March 2006
138. A paper presented on “ Role of women Entrepreneur in Global Scenario” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
139. A paper presented on “ Global Industry Brand Extension Bench Marking Quality” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
140. A paper presented on “ Indian Small Car – Challenges in Global Competitiveness “in the National conference organized by MNM Jain Engineering College, 8th March, 2007
141. A paper presented on “ Secondary education system in India – strategy to march towards leadership” in the National Seminar organized by University of Madras, 3rd and 4th March, 2005
142. A paper presented on “ Current scenario and issues of NBFC in India in the national seminar organized by A.V.V.M Sri Pushpam College, Thanjavur, 18th and 19th, Feb, 2005
143. A paper presented on “ Regulations and operational problems of NBFC in India” in the national seminar organized by A.V.V.M Sri Pushpam College, Thanjavur, 18th and 19th, Feb, 2005
144. A paper presented on “ Entrepreneurs : Challenges and Opportunities” in the National seminar organized by Annamalai University, 29th & 30th Mar, 2001
145. A paper presented on “ Strengthening of the Non – Banking Finance Companies” in the State level UGC sponsored seminar organized by D.G. Vaishnav College on 16th Mar, 2001
146. A paper presented on “Impact of E-CRM” in the State level seminar organized by Kongu Engineering College, Erode on 4th Sep, 2001
147. A paper presented on “ Revitalizing the Indian Capital Market” in the national seminar organized by University of Madras, Chennai on 20th and 21st Feb, 2003
148. A paper presented on “ Recent trends in Foreign Direct Investment” in the national level conference organized by St. Joseph's College of Engineering, Chennai on 27th and 28th Feb, 2004

149. A paper presented on “ Role of FDI’S in multinational companies” in the National seminar organized by Annamalai University on 27th Mar 2002
150. A paper presented on “ Marketing is the key to success in automobile industries” in the seminar organized by FASOHD, Karaikudi on 26th& 27th July,2003
151. A paper presented on “ CRM in pharmaceutical Industry” in the National seminar organized by Annamalai University on 12th& 13th Mar,2003
152. Presented three research paper titled “ Data Analytics of EPS, Dividend Payout Ratio and Equity Price Movement Performance of Private Banks with Reference to India” at **IIM BodhGaya** International conference on DACS 24 on 20th – 22nd December 2024.
153. Presented three research paper titled “Artificial Intelligence in Indian Health Care Sector – Opportunities for Market and Economic Growth” at **IIM BodhGaya** International conference on DACS 24 on 20th – 22nd December 2024.
154. Presented three research paper titled “A Predictive Model of Earnings per share and Dividend Payout Ratio on Market Price With Reference to PSU Banks ” at **IIM BodhGaya** International conference on DACS 24 on 20th – 22nd December 2024.
155. Presented a paper titled “Impact of Economic Factors on Growth of Startup in India” at AIMS International Conference on Management organized by IIM Kozhikode on 3rd and 4th January 2025.
156. Presented a paper titled “Data Analytics on Financial Performance of Public Sector Utility Corporations – A study with reference to Oil sector in India” at 2025 International Conference on Computing and Communication Technologies (ICCCT) June 12,2025.
157. Presented a paper titled “Predictive Analytics of Pharmaceutical Industry Growth – A study with reference to India” 2025 International Conference on Computing and Communication Technologies (ICCCT) June 12, 2025.

PAPERS PRESENTED IN NATIONAL CONFERENCE / SEMINAR

1. Presented a Research paper titled “ An Effectiveness of supply chain management on Inventory control with reference to automobile industry “in National Conference on emerging trends in Engineering Management (NCETEM -2014) Held on 6th and 7th November 2014

2. A paper titled “A Key Factor Determinant of Attrition With Reference To BPO Industry in India” presented on UGC sponsored National conference on “Human Resource Development perspective and challenges” organized by Department of economics , St.Marys college , Tirunelveli on 20th February 2014
3. A paper presented on “Entrepreneurship opportunities and Challenges” in the National Level Seminar organized by Rajalakshmi Engineering College, Chennai on July 25 -27, 2005.
4. A paper presented on “ Global Advertising Strategies – Opportunities and Challenges” organized by SRM Institute of Science and Technology, Deemed University – National Conference, Feb 23rd and 24th on “ Indian MNC`s Opportunities and Challenges”
5. A paper presented on “ Emerging trend in business research – Marketing and social sciences” organized by SRM Eswari Engineering college on 31st March 2006
6. A paper presented on “ Role of women Entrepreneur in Global Scenario” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
7. A paper presented on “ Global Industry Brand Extension Benchmarking Quality” in the National conference organized by St. Joseph college, Chennai, 15th and 16th Feb, 2007
8. A paper presented on“ Indian Small Car – Challenges in Global Competitiveness “in the National conference organized by MNM Jain Engineering College, 8th March,2007
9. A paper presented on“ Secondary education system in India – strategy to march towards leadership” in the National Seminar organized by University of Madras,3rd and 4th March,2005
10. A paper presented on “ Current scenario and issues of NBFC in India in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
11. A paper presented on “ Regulations and operational problems of NBFC in India” in the national seminar organized by A.V.V.M Sri Pushpam College,Thanjavur,18th and 19th, Feb,2005
12. A paper presented on “ Entrepreneurs : Challenges and Opportunities” in the National seminar organized by Annamalai University,29th& 30th Mar,2001
13. A paper presented on “ Strengthening of the Non – Banking Finance Companies” in the Sate level UGC sponsored seminar organized by D.G. Vaishnav College on 16th Mar,2001

14. A paper presented on “Impact of E-CRM” in the State level seminar organized by Kongu Engineering College, Erode on 4th Sep,2001
15. A paper presented on “ Revitalizing the Indian Capital Market” in the national seminar organized by University of Madras, Chennai on 20th and 21st Feb,2003
16. A paper presented on “ Recent trends in Foreign Direct Investment” in the national level conference organized by St. Joseph's College of Engineering, Chennai on 27th and 28th Feb,2004
17. A paper presented on “ Role of FDI'S in multinational companies” in the National seminar organized by Annamalai University on 27th Mar 2002
18. A paper presented on “ Marketing is the key to success in automobile industries” in the seminar organized by FASOHD, Karaikudi on 26th & 27th July,2003
19. A paper presented on “ CRM in pharmaceutical Industry” in the National seminar organized by Annamalai University on 12th & 13th Mar,2003

JOURNAL EDITOR/ REVIEWER

1. Asian Journal of Education and Social Studies
2. The Brooklyn Research and Publishing Institute
3. International Journal of Management and Economics Invention
4. American Journal of Industrial and Business Management (AJIBM)
5. IIMT Journal of Management
6. British Reading Oasis and Discovery (BROAD)
7. The British Journal of Management Studies
8. The British Journal of Finance
9. Asian Journal of Business Environment
10. Journal of Advanced Research in Technology and Management Science
11. Open Journal of Social Sciences
12. Dream Science International Journals
13. International Research Journal of Economics and Management Studies
14. The Theoretical Economics Letters (TEL)
15. Open Journal of Business and Management
16. EPRA International Journal of Economic and Business Review(JEBR)

17. International Journal of Indian Economic Light (JIEL)

EDITORIAL BOARD MEMBER

- Editorial Board of International Journal of Business Intelligence and Social Science(IJBIS) as an Associate Editor-HRM Area
- Member of editorial advisory board in SMART Journal of Business Management Studies-Professional, Refereed International And Indexed Journal,
- International Journal of Emerging Business published by Alpha Institute Of Management Studies, Tiruchengode
- International Journal Of Business Management and Administration, Nigeria
- International Journal of Information Technology and Management sciences
- BULETINUL Petroleum Gas university, Romania
- Journal of Management Engineering and Information Technology (JMEIT), Jaipur
- Annamalai International Journal of Business Studies & Research (AIJBSR) , A peer reviewed global impact factor journal, Chidambaram

JOURNAL EDITOR

- Acting as a Chief Editor, M.Infiniti Journal of Management (Bi-annual) Published by Sri Sai Ram Institute of Management Studies, Chennai.
- Acting as a Chief Editor, Sankhya, International Journal of Management and Technologies (Bi-annual) Published by Sri Sai Ram Institute of Management Studies, Chennai.
- Acting as a Chief Editor, GLOBAL Journal of Business and Management Research (Bi-annual) Published by Sri Sai Ram Institute of Management Studies, Chennai.

INTERNATIONAL CONFERENCE ORGANIZED

1. **Convener** - Global Business Strategy in Competitive Environment on Sep 21st& 22nd 2007
2. **Convener** -Research methodology workshop for social science scholars on December 20th&21st 2009,Mysore
3. **Convener**-Impact of economic crisis on global business scenario, September 23&24,2009

4. **Convener**-International seminar on “Employability skills on Global perspective”December31st -2009
5. **Coordinator**- International conference on “Sustainable strategies on technology and Management for developing countries, Tyndale college of business, Singapore, May 2010
6. **Convener**- International FDP on “Global Education Strategy for Business and Technology”,July,2011
7. **Convener**- International Conference on “Competency Building Strategy in Business and Technology for Sustainable Development” Sep 22nd & 23rd 2011
8. **Chairman**-International Conference on “ Innovative Business and Technology Strategies for Developing Countries” ,Organized in Dubai,December,2011
9. **Convener** – International Conference on “Application of management and Technology Research on Global economy” organized in association with University of Malaya, Kuala lampur, Malaysia on 2nd and 3rd June, 2012.
10. **Convener** – International Conference on “Economics, Business, Human Resource, & Technology For Sustainable Development”(IEBFHT’13)organized in association with Petroleum Gas University of Poliesti, Romania, and Linton university, Malaysia on 20th and 21st December, 2013.
11. **Convener** – International Conference on “Banking, Finance, Business &Technology For Sustaining Economic Development In Global Market (IBFBT’ 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 9th and 10th October , 2015.
12. **Convener** – International Conference on “Social Science Resource for sustaining Business and Economy in Global market (IBFBT’ 15)" in association with MMA , CII, INDO AUSTRALIAN CHAMBER OF COMMERCE on 20th and 21st September , 2017 .
13. **Convener**- Innovation, Entrepreneurship and Economy for Sustainable Development (ICIEESD-18) 10th -11th oct 2018
1. **Convener**-International online Conference on Impact of “Covid-19” on Local and Global Economy & Recovery Strategies on 16thjune& 17th June 2020

2. Two week online refresher course on E-learning Resource and Teaching Methodology in Education and Research Development. 27th -9th May 2020
3. Convener- Education, Advance Management and Technology for Sustainable Development 25th -26th Feb (2020)
4. Convener – 10th International Conference on Impact of COVID-19 on Local and Global Economy and Recovery Strategies from 16th and 17th June 2020.
5. Convener – National Level Management Case Conference on 10th January 2022.
6. Convener – 11th International Conference on Emerging Research in Business, Technology, Entrepreneurship and Economy Sustainable Development on 16th and 17th December 2022.

NATIONAL LEVEL CONFERENCE /WORKSHOP ORGANIZED

Convener

1. National Level Management Meet – MANFEST - 03 during the year 2003-2004
2. National Level Management Meet – MANFEST - 04 during the year 2003-2004
3. National Level Seminar on Research Methodology(FDP) during the year 2004 – 2005
4. National Level Workshop on Personality Development (FDP) during the year 2004 – 2005
5. National Level Best Summer Project Contest Pro Pinnacle 05 during the year 2004 – 2005
6. National Level Management Meet – MANFEST during the year 2004 – 2005
7. National level case writing workshop during the year 2005 – 2006
8. Fundamental principles of psychology and counseling for Engineering Faculty (FDP) during the year 2005-2006
9. National Level Management Meet – MANFEST during the year 2005 – 2006
10. National level entrepreneurial awareness and development programme during the year 2006-2007
11. National level Seminar on Research Methodology and Application of SPSS (FDP) during the year 2006 – 2007
12. National level Management Meet – MANFEST during the year 2007-2008
13. National Level Management Meet-MANFEST during the year 21st april 2011

14. National Level Seminar on Entrepreneurial Awareness and Development on 15th , 16th Feb. 2008 in Association with Micro Small and Medium Enterprise, Chennai.
15. National level workshop on "Structured Equation Modeling (SEM) using SPSS & AMOS for Quantitative Data Analysis" on 16th & 17th April 2014
16. National level Work shop on “The art of case analysis and methods for B School faculty” on 31stJuly 2015
17. Workshop on “Retailing Strategy for Retention of Customer (Global Scenario)” from 19/06/2017 to 21/06/2017
18. Workshop on “Role of Academic Excellence in Developing World Class Higher Learning Institutions and Faculties” from 10/10/2017 to 14/10/2017.
19. Workshop on “Social Science Research Analytic Using SPSS” from 26/03/2018 to 30/03/2018.
20. Workshop on “Engineering Teaching Pedagogy and Effective Teaching Learning Process” from 10/12/2018 to 14/12/2018.
21. Workshop on “Entrepreneurship Career Development Program” from 10/12/2018 to 14/12/2018.
22. Workshop on “Effective Teaching Strategies for Business Institute Interaction” on 20/12/2018 and 21/12/2018.
23. Worskshop on “Goal Setting” from 08/04/2019 to 12/04/2019.
24. Workshop on “VIRTUAL SESSION ON RESEARCH & POST DOCTORAL FELLOWSHIP OPPORTUNITIES” on 29.05.2020
25. Workshop on “E- LEARNING RESOURCE& TEACHING METHODOLOGY IN EDUCATION AND RESEARCH DEVELOPMENT” from 27.04.2020 to 09.05.2020
26. Workshop on “OPINION MINING -AN INSIGHT INTO SOCIAL MEDIA AND
27. CUSTOMER SERVICE” from 05.12.2020 to 20.12.2020
28. Workshop on “ENTREPRENEURIAL SKILLS & FINANCIAL FEASIBILITY IN GARMENT INDUSTRY” on 12.07.2019
29. SIMS organized a workshop on Case Study Analysis from 18.12.2020 to 22.12.2020 for Faculty of Management and Engineering disciplines.
30. Sims Organized Workshop On Data Science & Business Analytics From 10.5.21-12.5..21
31. National level work shop on research methodology on 29.05.2021

32. SIMS Organised A National Workshop On Research Methodology.Dr.Karthikeyan Partha Sarathy, Associate Professor, School Of Management Studies, Kongu Engineering College Erode Addressed The Students On Theoretical Concepts In Research Methodology on 29.05.2021
33. SIMS organised a Workshop on Data Science & Business Analytics dated 27th to 30th January 2020 for MBA Students
34. Organized virtual training on Investors awareness program under UTI MF banner for students on 12.02.2022
35. Organized Start Up MBA Course work shop in association with THALAM on 3rd and 4th dec 2022.Mr.Arun Kumar Founder Director Thalam Addressed the students
36. National level Human Resource Workshop on Employability Skills for Industry 4.0 on 11.04.2023
37. Empowerment Through Life Skills: A Journey to Holistic Development” – Workshop by Dr. J.M. Arul Kamaraj on 18.03.2024.
38. Convener – National Level Management Case Conference on 4th April 2024.
39. National Level Workshop on Research Methodology for the students. Dr.R.Ganesh Kumar and S. Dinesh Kumar Addressed the students on 05.06.24
40. SIMS organized a Workshop on confidence building and mind set fine tuning on 21.11.24
41. Talent Titans, the HR Club of SIMS, organized a National Level Workshop on HR Automation on 15.11.24
42. Convener – National Level Management Case Conference on 15th May 2025.

SEMINAR ORGANIZED

1. Seminar on (22.02.17) “CAREER IN FINANCIAL MARKETS” By Mr. NITIN TIKE Sr. Vice President National Institute of Security Markets Mumbai.
2. SIMS organized seminar on what’s your story?.The secret to a brand’s success by Mr.M.Umapathi. Managing director , Rossette , Chennai.
3. SIMS organized Entrepreneurship Conclave on 13th & 14th July 2017 to provide new impetus to E-Club students. The theme of the conclave emphasizes on “Creating and Imbibing Entrepreneurial Zeal” among the students.
4. Sairam Institute of Management Studies(SIMS) has organized seminar on Managerial

Excellence & Global Business, Dr.Abiramidevi, Director- Curriculum Development Jubel University College Saudi Arabia, has addressed to our students on 3rd August, 2017.

5. Sairam Institute of Management Studies(SIMS) has organized Seminar On “Time management for Business Managers”, Dr. Mushtaq Ahmad Darzi, Professor & Head, The Business School, University of Kashmir, Kashmir.has addressed to our students on 3rd August, 2017.
6. Sairam Institute of Management Studies(SIMS) has organized Seminar On “BUSINESS ANALYTICS AND MANAGERIAL DECISION” By Dr. B. MUTHUKUMARAN Principal Consultant Mafoi Analytics and research and Mr.Senthil Raja. J Head-Technology & E- Learning Mafoi Analytics and research on 07.09.2017
7. SIMS conduct Seminar On “The Role of HR in Manufacturing Sector” on 5th February, 2018 By Y.Thiyagarajan Manager-HR, RaneTRW Ltd, Chennai.
8. Seminar On “The Role of HR in Manufacturing Sector” on 5th February, 2018.
9. Seminar on “Retail Management”on 6th February, 2018
- 10.Seminar on “BRAND PROMOTIONAL STRATEGIES” on 13.02.2018
- 11.Sairam Institute of Management Studies Conduct Seminar on“HR – EVOLUTION”(20.07.2018) BY Mr. S.Ramakrishnan, Deputy General Manager – Human Resources. Parle Agro Pvt. Ltd. Chennai.
- 12.SIMS conduct Seminar “Time Management” on 17.09.2018 By Dr. V CHANDRA SHEKAR Gr Capt- Indian air force
- 13.SIMS conduct Seminar “Administrative Skills for Business Success” on 19.09.2018 By Mr. Peter Sahaya Raj CEO- Jayam Academy
- 14.SIMS Conduct Seminar on (24.09.2018) “Marketing Strategy for Health Care” by Mr. T. Rajasekar Director – Marketing, HLL Life care Ltd (A Govt. of India Enterprise), Chennai.
- 15.SIMS Organised Seminar on Trends in Banking and Financial Services, Dated:31st September 2018, Mrs G.Bhagyalaksmi Associate Director, Corporate Finance, CFB Advisors Pvt. Ltd, Chennai Addressed to the Students,
- 16.SIMS conduct Seminar Security Analysis And Portfolio Management
- 17.Seminar on Career in Finance

- 18.SIMS organised seminar dated 13th February 2019, titled: Brand Promotional Strategies by Mr Bino Mathew, Managing Director, Skyline Solar Solutions, Chennai addressed the students.
- 19.Sri Sairam Institute of Management Studies Organaised Entrepreneurship Career Development Program on 8th-12th April in our college campus. faculty from Eastern University srilanka Attended the FDP.
- 20.MBA Department Conducted seminar on Real Estate marketing Strategies By Genaral manager Kamala Sekar.B Genaral manager Akshya Pvt Ltd,Chennai
- 21.SIMS Conducted seminar on real Estate marketting Strategies for our students on 04.07.2019 @ S.S.R.Hall
- 22.SIMS organised seminar dated 18th July 2019, titled: Talent Life cycle Management by Mr N.Lakshmi Narasimhan, General Manager-HR Brakes India Private Limited, Chennai.
- 23.SIMS organised a seminar on Analytic for Business Manager, Dt- 23rd September 2019, Mr Sethuramreddy. Etti, Manager-Business Analytics, HTC, Chennai addressed the students.
- 24.SIMS organized a webinar on “INTRICACIES OF SENSEX NIFTY AND VOLATILITY” by Mr.JEYA PRAKASH, M.D, Finvisor Pvt. Ltd., Chennai
- 25.SIMS organized a webinar on “INCOTERMS FOR EXIM” by Mr.K.KAMAUDEEN, M.D, BlueBharath Exim Pvt. Ltd., Chennai.
- 26.SIMS organized Webinar on CAREER STRATEGIES IN POST COVID 19 Mr.A.Rajan babu-Co-Founder & Director HR Arghaa HR Technologies,was the Resource person.
- 27.SIMS organised Webinar on CORE BANKING DIGITIZATION & OPERATION OPPORTUNITIES on 05/09/2020
- 28.SIMS organised webinar on CREATIVE MIND FOR ADVERTISEMENTS. Ms. Vidya – Lead Consultant, Chennai Consulting Group, addressed the students.
- 29.SIMS organized Webinar on STAFFING INDUSTRY LANDSCAPE AND THE SALES APPROACH Mr.M.NandaKumar – Vice President – Sales & Strategy nlbServices,Noida – Addressed the students.
- 30.SIMS organized a Webinar on GOAL SETTING by Mr. R.Sahish Raj CEO , E- Crusade on 27.01.2021

- 31.SIMS organized a Webinar on Unleashing Potentials for Budding Managers by Dr.S.Ramakrishnan Head- HR, Parle -Agro Pvt. Ltd. chennai on 23.02.2021.
- 32.SIMS organised Seminar on Functioning of Cryptocurrency, Dt- 8th March 2021, Mr M.Jaya Prakash, Director, MCube Academy addressed the students
- 33.SIMS organized a Webinar on “Implementation of National Educational Policy (NEP) 2020” – 20.03.2021 by Dr. K.Maran, Prof. and Director for the Faculty and students of Sri SaiRam Engineering college , Sri SaiRam Institute of Technology and Selvam college of Technology
- 34.Sims organized webinar on investment Analysis on 25.03.21 Mr.Bandam Srinivas Assistant Vice president NSDL- National Securities Depository Ltd Chennai Addressed the MBA students
- 35.SIMS organised a seminar on project management in supply Chain management. Mr.Gopalakrishnan- senior factory manager, Microsoft Global,supply Chain Management Shanghai,china Addressed the students.
- 36.Sims organaized seminar on Retailing industry post covid-19.Mr.Dinesh S.patel Managing Director SFP & sons Ltd & Mr. Kalim from Australia Addressed the Students.
- 37.Sims Organized webinar on HR Skills for Business managers.Mr.A.Rajan Babu Director-HR- Arghaa Technologies Addressed the students
- 38.Sims organized webinar on Covid Stress And Coping As A Business executive. Dr.Saravanan Parthasarathy Superintendent Ministry Of Home Affairs addressed the students.
- 39.Sims Organized Webinar on Cost Control Measures Strategies,Mr.J.Venkataramanan, Manager Finance-Taj Madras Flight Kitchen Addressed the Students.
- 40.Sims Organized seminar on the topic Be a market-King V.S. Sashikumar- Creative Director,Praanha Marcomm Solutions & MD -BOB Biz Networks International,Chennai Addressed the students.
- 41.SIMS organised webinar on Analytics for Business Manager Mr.sethuram reddy.Etti, HTC, chennai addressed the students.
- 42.Sims organized seminar on GST Practices Skill For Business Managers, Mr.Mohan Doss H. Manager Finance & operations Lennox India Technology Center Pvt.Ltd addressed

the students.

- 43.SIMS organised webinar on Technological Advancements in Financial Sectors, Ms. Leela Varadharajan, Finance Planner and Professor, Oregon State University, USA addressed the students.
- 44.Sims organized seminar on Retail strategies in post covid-19.Mr.Pramod Vijayaraj Managing Director JUSTBEINGSCENTS OPC PVT LTD Addressed the students.
- 45.Sims Organized Webinar on Labour Law Practices for Business Managers .Mr.Y.Thiyagarajan Sr.Manager- HR Rane TRW Steering Systems (p) ltd addressed the students
- 46.Sims organised Seminar on LOGISTICS IN GLOBAL ECONOMY RTN.Sureshkumar Murugan Founder & CEO XBOW Logistics PVT.Ltd Chennai addressed the students.
- 47.Sims organized seminar on Future Ready Business Manager For the New world. Mr.kailas Savant CEO- SFP sons Pvt Ltd Addressed the students.
- 48.Sims Organized seminar on Cross Cultural Competencies (3c) for Managers,Mr.Bino Mathews HR Head jal International, Damam, Saudi Arabia Addressed the students.
- 49.Sims organized Seminar on 25.01.23 -topic was SELF MASTERY FOR SUCCESS Prof.Dr.Nazrul Islam Pro-Vice Chancellor Northern University Bangladesh (NUB) Addressed the students.
- 50.Sims Organized Alumni power talk on Build your empowering Mind Set on 25.01.23. our Alumni Mr. Ganesh Mandadi addressed the students.
- 51.Sims organized seminar on corporate culture and adaptability on friday 31.03.2023 Mr. A . Rajan babu (Director) Arghaa HR Technologies, Chennai addressed the students.
- 52.Sims Organized seminar on Success story of entrepreneurs on 30.03.2023 Dr.V.S.V Verchezian (Managing Director) – Sri KVS Industries Joint General Secretary – Laghu Udhogh Bharathi All India MSME Organization, Secretary – NIQR
- 53.Sims Organized Seminar on Financial Issues and Challenges in SME Sector.Mr. Bhaskar Reddy Chief financial officer (CFO) Aravind Polimer addressed the students
- 54.Sims Organaized seminar on Impact of Digital Transformation in Global economy Dr.B.Nimalathan,Dean- Faculty of Management studies & commerce University of Jaffna,Srilanka addressed the students.
- 55.Sims organized seminar on Customer Relationship management on 06.04.23 Mr.

Nayaneesh Deshpande, CHed-Community events Next geninnov.8 Global solutions pvt ltd. addressed the students.

56.SIMS Organized seminar on Indian Stock stock market operations.Mr.M.jayaprakash Director M-cube addressed the students.

57.SIMS Organized Seminar (INTERNATIONAL CONNECT) on Impact of Sri Lanka Crisis on Global Business.Dr.Thambiraja Prabakaran, Director,cedc Eastern university addressed the gathering.

58.SIMS Organized Seminar on Investment Banking.Mr.M.Jayaprakash Director-Mcube Academy addressed the students.

59.SIMS Organized Seminar on New National logistics policy in indian Business.Mr.G.ShivKumar Deputy General Manager Southern Division, SeaShell Logistics (p) Ltd Chennai addressed the Students.

60.SIMS,Organized Seminar on Time Management Mr.RamaKrishnan DGM-HR Parle Agro Addressed the students

61.SIMS Organized Seminar on Modern Marketing Models – Tools and Trends by Shri V.S.Sahi Kumar, Creative Director , Praanha Marcomm Solutions.

62.SIMS Organized seminar on Career Opportunities in Forfaiting Segment Mr.R.R. Padmanabhan Principal Consultant & Director EXIM Consultants addressed the students.

63.SIMS Organized Seminar on Interpretation Of Financial Statements Mr.Bhaskar Reddy CFO Arvind Polymers addressed the students

64.SIMS Organized Seminar on Marketing Strategies Of Indian Telecom Sector-Mr.Selva MuthuKumar G. Senior Manager -Enterprise Customer Experience & Governance Southern Regional Reliance Jio Infocomm Limited addressed the students.

65.SIMS Organized POWER BI Training Programme to Students By Mr.Anbalagan Selvaraj Assistant Vice President-Business Analytics BNP Paribas.

66.SIMS organized a seminar on Sart-up Opportunities & New Business Ideas

67.SIMS organized a Seminar on Skill Development On Export Business Dr.K.S.Kamaludeen,Managing Director, Blue Bharath Exim Pvt Ltd addressed the students

68.Sims Organized International Seminar Dr. Prof. T. Velnambi Former Dean and Senior

Professor of Accounting, Faculty of Management Studies and Commerce, University of Jaffna Sri Lanka addressed the students on Rebuilding country Capabilities in the financial Crisis.

69. SIMS Organized Seminar On Life in the World Of Abundance. Mr. Vinoth DGM- Business Development- TVS Electronics Ltd Addressed The Students.
70. SIMS organized Seminar on Build Values And Live By IT for Successful Professional careers By, Mr. Y. Thiagaraj- Divisional Manager -HR Ashok Leyland Foundry Division Addressed The Students.
71. SIMS organized Power Talk Seminar on Building Blocks on Personal Finance.
72. SIMS Organized Seminar on Export Management and ERP System. Mr. K. S. Kamaluddin Founder and CEO B- Accuracy Infotech addressed the students.
73. Seminar on Investment banking Operations In india on 30-07-2024
74. Seminar on Mergers and Acquisitions -Finance club activity on 17-08-2024
75. Seminar on Product Promotion and Operations management-operations on 17-08-2024
76. Seminar on Effective Team management Skills-HR club Activity on 20-08-2024
77. Seminar on The Future of Indian Logistics in World Market-operations Club on 23-08-2024
78. Seminar on Role of International Labor Organization (ILO) in IR in India on 16-08-2024
79. SIMS HR Club Organized Seminar on Employability Skill Enhanced Mr. Hariharan Project Manager-TCS Addressed the Students.
80. SIMS HR Club Organized Seminar on Leveraging LinkedIn Mr. B. Kesavan CEO of Qriocity Addressed the students.
81. SIMS Organized International seminar on Career Path for Business Managers
82. SIMS organized a Seminar on GST Impact on Indian Economy 12.11.24
83. SIMS organized a Seminar on Emotional and Relational Hygiene towards the holistic wellbeing of strategy 13.11.24
84. Operations Club of SIMS organized a seminar on Career opportunities in Logistics and Supply chain management 15.11.24
85. SIMS organized a seminar on Leadership Traits on 26-12-2024
86. International Seminar on Women Entrepreneurship on 27-01-2025

- 87.Seminar on Investment Banking – A Global & Business Perspective on 14-02-2025
- 88.Seminar on Achieving Problem-Solution fit on 25-02-2025
- 89.Seminar on Effective Sales & Marketing Strategies on 26-02-2025
- 90.Seminar on Entrepreneurship and Innovation as a Career Opportunity on 27-02-2025

FDP Organized

1. National level FDP on Balance of Emotional Intelligence in working Environment for Teaching Faculty, AICTE Sponsored on Dec.6th to 12th – 2007
2. National level FDP on Balance Impact of cultural values on BPO/ITES employee for Teaching Faculty, AICTE Sponsored on Dec.9 to 15th – 2008
3. National level FDP on Retention of Retailing strategies for Teaching Faculty, AICTE Sponsored on 12th& 13thAugust 2013
4. Two day FDP on Goal Setting on 20th to 21st Dec 2018
5. International FDP on |Effective Teaching Strategies for Business Institute Interaction SSEC on 10th to 14th Dec 2018
6. Five days National FDP on Engineering Teaching pedagogy and Effective Learning Process SSEC on 3rd to 7th Dec 2018
7. Two Weeks AICTE Sponsored FDP(Winter School) On “Opinion mining an insight into social media and customer services SSEC on 5th to 12th Dec 2019
8. Five days FDP on Entrepreneurship career Development Program SSEC 8th to 12th April 2019
9. Two weeks Online Refresher Course on E-Learning Resource and Teaching Methodology in Education and Research Development SSEC through ZOOM 27th April to 7th May 2020
10. One week Online International FDP 360 Degree classroom Management-Teaching Methodology SSEC through ZOOM on 16th to 22nd May 2020
11. FDP on Case Analysis and Development on 18.12.2020 to 23.12.2020
12. One week International FDP on Teachers leadership Quality in Higher Education 24.06.2020 to 30.06.2020.
13. One Week FDP on Data Science and Business Analytics from 18.05.2021 o 24.05.2021
14. Two Weeks Refresher course on Teaching, Learning and Research Pedagogy for Excellence in Eduaction from 31/05/2021 to 14/06/2021.

15. One Week FDP on Mentoring and Teaching Pedagogy for Classroom Delivery Enhancement.
16. One Week Hybrid Development Program of Application of Artificial Intelligence for Effective Teaching Pedagogy from 11/12/2023 to 16/12/2023.
17. One Week Faculty Development Program(Hybrid Mode) Advanced Research Methodology for Social Science Research from 27/05/2024 to 27/06/2024.
18. 6 Day Faculty Development Program On Innovative Teaching Pedagogy For Effective Classroom Management from 10/02/2025 to 18/02/2025.

MANAGEMENT TRAINING IMPARTED (MDP)

1. Imparted management development program for Thirumudivakkam Industrial Estate, Senior level and Middle level managers on the topic “ Emotional Intelligence for Business Manager ” on 09.02.24 at Thirumudivakkam Industrial Estate.
2. Imparted management development program for Srilankan Government Executives on the topic “ Emotional Intelligence for Sustainable Development ” on 28.07.23 at Sairam Engineering College.
3. Imparted training for Assistant Director & Block Development officer(BDOs) of Tamilnadu Government Rural & Panchayat, the training topic on “Financial Analysis in Project Execution” invited by The state institute of Rural & Panchayat Raj held on 22nd Dec 2022
4. Imparted training for Assistant Director & Block Development officer(BDOs) of Tamilnadu Government Rural & Panchayat, the training topic on “Financial Analysis in Project Execution “invited by The state institute of Rural & Panchayat Raj held on 30th Dec 2022
5. Imparted training for Assistant Director & Block Development officer(BDOs) of Tamilnadu Government Rural & Panchayat, the training topic on “Financial Analysis in Project Execution” invited by The state institute of Rural & Panchayat Raj held on 15nd OCT 2022
6. MDP on Business Intelligence & Marketing Analytics on 22.05.2021 through online mode
7. Imparted training for International School teachers on “Beyond the classroom

performance of the students by the teacher” for Thalir NGO on 22nd Oct 2020

8. Imparted training on Change Management And Achieving Results on 15.10.2019 at SSEC
9. Imparted training on Leadership and Innovation for Goal Attainment on 03.08.2019 at SSEC
10. Imparted training to Deputy Chief Secretary- Personnel and Training, Secretaries, Department Heads and several senior officials, organized by Management Development Training Unit on “Need for the Understanding of Human Behavior” for SLAS on 16 August 2018 at MDTU Auditorium
11. Imparted EDP training program on “ Change Management ” for NLC New Joining Executives at NLC Training academy , Neyveli (30/01/2018)
12. Imparted EDP training program on “ Change Management ” for NLC New Joining Executives at NLC Training academy , Neyveli (27/09/2017)
13. Imparted training program on “Understanding self” for NLC New Joining Executives at NLC Training academy , Chennai (3/03/2017)
14. Imparted training program on “Understanding self and personality development ” for NLC New Joining Executives at NLC Training academy , Neyveli (27/07/2016)
15. Imparted training program on “Understanding others and building relationship ” for NLC New Joining Executives at NLC Training academy , Neyveli (27/07/2016)
16. Imparted training program on “Creativity in problem Solving ” for NLC Managers at NLC Training academy , Neyveli (5/01/2016)
17. Imparted training program on “Achieving results ” for NLC Managers at NLC Training academy , Neyveli (5/01/2016)
18. Imparted training program on “Creativity in problem Solving ” for NLC Managers at NLC Training academy , Neyveli (16/09/2015)
19. Imparted training program on “Achieving results ” for NLC Managers at NLC Training academy , Neyveli (16/09/2015)
20. Imparted training program on “Need for the Understanding of Human behavior” for DSP at Tamilnadu police training academy, Chennai
21. Imparted training program on “Communication skills” for DSP at Tamilnadu police training academy, Chennai

22. Imparted training program on “Leadership style in Indian context” for DSP at Tamilnadu police training academy, Chennai
23. Imparted training program on “Motivation ” for DSP at Tamilnadu police training academy, Chennai
24. Imparted management development program on Change Management Achieving Results on 28.08.2023.
25. Imparted Management development program on 21st Leadership Skills for Five Trillion(\$) Indian Economy on 04/01/2024.
26. Imparted management development program for DMI Group of Schools Administration’s and Teachers on the topic “Leadership: Design & Development for Excellence in Education” on 01.06.2024 at Loyola School campus.
27. Imparted Management development program on Finance for Non Finance Managers on 13.05.2025.
28. Imparted Management development program on LEADERSHIP STRATEGY ON VIKSIT BHARAT @ 2047 on 5/06/2025.

MOU SIGNED WITH INDUSTRY AND INTERNTIONAL UNIVE RSITY

1. MOU Signed and Organized for ACHI MASALA FOODS PVT.LTD from 2008 to 2011.
2. MOU Signed and Organized for MANAGEMENT AND SCIENCE UNIVERSITY, MALAYSIA from 2009 to till date.
3. MOU Signed and Organized for EASTERN UNIVERSITY OF SRI LANKA from 2011 to till date.
4. MOU Signed and Organized for PUTRA INTELEK INTERNATIONAL COLLEGE, MALAYSIA from 2011 to 2014.
5. MOU Signed and Organized for CYBER TECHNOLOGIES INDIA PVT. LTD from 2011 to 2014.
6. MOU Signed and Organized for HANDAL ASIA PACIFIC SDN.BHD from 2011 to 2014.
7. MOU Signed and Organized for M/S ELEKTRON LAZEN PVT. LTD from 2012 to 2015.

8. MOU Signed and Organized for MARUTHI POWER CONTROL SYSTEM from 2014 to till date.
9. MOU Signed and Organized for National Stock Exchange ACADEMY LIMITED from 2016 to till date.
10. MOU Signed and Organized for WESTERN THOMPSON INDIA LIMITED from 2016 to till date.
11. MOU Signed and Organized for VANI SCIENTIFIC AND EQUIPMENTS from 2016 to till date.
12. MOU Signed and Organized for DSN AUTOMOTIVE PRIVATE LIMITED from 2017 to till date.
13. MOU Signed and Organized for UNIVERSITI Y TEKNOLOGI PETRONS, MALAYSIA from 2018 to till date.
14. MOU Signed and Organized for MAFOI STRATEGIC CONSULTING PVT.LTD. from 2018 to till date.
15. MOU Signed and Organized for GENEVA BUSINESS SCHOOL, GENEVA SWITZERLAND from 2019 to till date.
16. MOU Signed and Organized for UNIVERSITY OF MALAYA MALAYSIA from 2019 to till date.
17. MOU Signed and Organized for NOTRE DAME DE NAMUR UNIVERSITY from April 2024.
18. MOU Signed and Organized for B-ACCURACY INFOTECH from May 2024.
19. MOU Signed and Organized for Swadeshi Shodh Sansthan from January 2025.

MEMBER IN BOARD OF STUDIES

- University of Vavunia ,Srilanka for MBA & EMBA Program
- Anna University, Chennai
- Ethiraj College For Women, Chennai
- Jamal Mohammad arts and science college, Tirchy
- Tamil Nadu Open University – (TNOU) MBA & M.Phil.
- MBA (Regular and Distance) Anna University, Chennai.
- MBA(Logistics) ManonmaniamSundaranar University

- MA (Human Resource Management),University Nominee for DKM college for women, Vellore
- BBA, College Nominee for DKM college for women, Vellore
- BISM, University Nominee for DKM college for women, Vellore

DOCTORAL COMMITTEE MEMBER

- Mother Teresa Women's University
- Sathyabama University
- MGR University
- Bharathiar University, Coimbatore.
- Anna University Of Technology, Chennai
- St Peter's University, Chennai
- B.S Abdhur Rahman University, Chennai
- Vel's University Chennai
- AMET University, Chennai
- ManonmaniamSundaranar university, Tirunelveli
- Sankara University, Kanchipuram

MEMBER OF COMMISSION FOR UNIVERSITY AFFILIATED COURSE

- Member for Quality Audit for MBA – Ethiraj College For Women, Chennai in the year 2012 & 2014
- Member for BBA Degree course Aravindar Arts and Science College at Vannur (Affiliated to University of Madras)
- Member for BISM Degree course Agarwal Jain Arts and Science College at Meenjur (Affiliated to University of Madras)

ADVISORY BOARD MEMBER

- Bharath University, Chennai
- Galaxy Institute Of Management Studies, Chennai
- Eva Stalin School of Business, Chennai

- International Conference on Innovative and Competent Global Business Strategies- opportunities and challenges, 2013, kuala Lumpur,.
- Jaffna university international conference , 2012 Jaffna, Sri Lanka
- Jaffna university international conference , June - 2015 Jaffna, Sri Lanka

PROJECT GUIDANCE

- Guided 560 MBA students
- Guided 60 M.Phil Scholars in Management, Commerce, And Corporate Secretaryship.

UNIVERSITY EXAMINATION BOARD CHAIRMAN & MEMBER

- Anna University – Jan & May, 2004 – Zone 4
- Anna University – Jan & May, 2005 – Zone 4
- Anna University – Jan & May, 2006 – Zone 4
- Anna University – Jan & May, 2007 – Zone 4
- Sathyabama University – Dec & May ,2004 – 2005
- Sathyabama University – Dec & May ,2005 – 2006
- Anna University – Jan 2008 – Zone 4
- Kanchi Shankara Deemed University, Kanchipuram – Dec, 2004
- University of Madras, Dec 2009

MEMBERS IN ASSOCIATION ACTIVITIES

- AIMS- CHAIRMAN – TAMIL NADU AND PONDICHERRY
- AIMA (All India Management Association)
- MMA (Madras Management Association)
- MISTE (Member in Institute of Science & Technology Engineering)
- MCC (Madras Chamber of Commerce)
- TAMIL CHAMBER OF COMMERCE , Chennai

AWARDS WON

1. AIMS International Outstanding “**Best B-School Director Award -2024**” at Symbiosis University of Applied Sciences on 01.3.24 , Indore.
2. **ASMA Academic Excellence award 23** “at Higher Education Conclave was held on 21st april 2023 in IIT Research park.
3. Appreciation to Recognize Your valuable & Exemplary Contribution in Education Sector on 28.04.2023 at New normal Higher Education summit
4. **AIMS International Outstanding Management Ph.D Guide award received** at IIM Kozhikode on 28th December 2022.
5. **Outstanding Leader in Higher Education Award** from 14thElets Higher Education Summit @ Hilton Hotel on 7th Oct 2022.
6. **BEST PAPER AWARDED BY SAIRAM IM AND AIMS,CANADIAN UNIVERSITY BANGLADESH** Application of stimulus –organism response Model to understand Consumers’ International towards M-Commerce Apps a srilanka study,10th International online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
7. **BEST PAPER AWARDED BY SAIRAM IM AND AIMS,CANADIAN UNIVERSITY BANGLADESH** Oil price crisis: Financial Risk and Strategies for greater Sustainability in the post Covid’19,10th International Conference online conference on Local and Global Economy & Recovery Strategies on 16th and 17th June 2020 Sri Sairam IMS
8. **Top 50 Directors or Coordinators of IQAC across India** by The Academic Council of uLektz 2019.
9. **EDUCATION LEADERSHIP AWARD** awarded by26th Business School affairs & **DEWANG MEHTA** National Education Awards, 11th December, 2018@ Taj Club House, Chennai.
10. **BEST Distinguished Educator & Scholar Award 2018** awarded by NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT (NFED) 05th September 2018 @ Coimbatore.

11. **BEST ENTREPRENEURSHIP DEVELOPMENT CELL COORDINATOR AWARD 2017** awarded by SEED (Society for educational and entrepreneurship development), 20th September 2017 @ IIT Madras, Chennai
12. **AIMS BEST TEACHER AWARD** awarded by Association of Indian management schools, Ranchi, 19th August 2016
13. **YOUNG MANAGEMENT SCIENTIST AWARD** awarded by **SMART Journal of Business Management Studies – Scientific management and ADVANCED Research Trust**, Tiruchy, 9th January 2016
14. **BEST RESEARCH PAPER AWARD** for Research Paper Titled “Impact of Foreign Direct Investment On Automobile Sector: An Empirical Study With Reference To India” in Pursuing **Pentahelix Industry Collaboration: An ASEAN Regional Integration Challenge in Global Advanced Research Conference on Management and Business Studies (Garcombs) 2015** organized by DPU & Kedge business school, Bali on 14th October 2015.
15. **ISTE- PERIYAR AWARD FOR THE BEST ENGINEERING COLLEGE TEACHER** awarded by, ISTE , New Delhi ,on 7th November 2014
16. **ACADEMIC EXCELLENCE AWARD** awarded by, Bharath College of Science and management ,Thanjavur on 22nd February 2014
17. **BEST FACULTY AWARD -2013** awarded by Navraj Academy for Managerial Excellence – A unit of Navraj Educational Trust, Coimbatore on 25th January 2014 at The Residency Hotel, Coimbatore.
18. **BHARAT JYOTHI AWARD** for Scoring a String Of Outstanding Achievement In Chosen Field Of Activity awarded by **International Integrity Peace And Friendship Society** on February 2013
19. **BEST DIRECTOR AWARD** awarded by World Education Congress - Global awards for Excellence in Education, Leadership and Teaching on 29th June 2012 at Taj Lands End, Mumbai.
20. **PK DAS MEMORIAL BEST FACULTY AWARD** awarded by **Nehru Group of Institution, Coimbatore, 2011(With Cash Award of Rs. 10,000).**
21. **BEST MANAGEMENT INSTITUTE DIRECTOR AWARD** by Education Today Magazine, 2008

22. **KARMA VEER CHAKRA (BEST CITIZENSHIP AWARD)**, awarded INCON, New Delhi, 2011.
23. **BEST FACULTY AWARD** by Lions Club, Chennai, 2009
24. **BEST RESEARCH PAPER AWARD** on Financial performance of software industry in global recession “ Annual International conference on Global Business” , Dubai, 2009
25. “Excellence in Leadership Award” for outstanding contributions in Academic from SNS Institutions Coimbatore.(27th Dec.2024).
26. P K Das Memorial Lifetime Achievement Award from Nehru Group of Institutions, Coimbatore on 15th Dec.2024

AWARDS TO INDUSTRIES

1. Mega survey conducted for 2006 Tamil Nadu Assembly Election with 5000 sample size, this result was published in all leading Tamil and English News dailies and broadcasted in the Jaya TV.
2. Career guidance for Vocational Education students through Jaya TV Live programme. on 4th October 2007 at 12 to 1.P.m
3. For past 6 years industry analysis was done under my guidance ,carried out by research team from Sai ram Institute and has given the following awards:
4. Best FMCG – Aachi Masala, 2008.
5. Best FM radio- Radio Mirchi, 2009.
6. Best Service Industry award (Courier service), 2010 awarded to ST Courier.
7. Best young Entrepreneur award 2012 awarded to Invictus Technology solutions (p).Ltd.
8. Best Industry award for 2012 (Edible Oil Category) awarded to SVS Oil Mills, Chennai
9. Best Industry award for 2013 (Textile – Dhoti Category) awarded to Ramraj cotton, Erode.
10. Best Industry award for 2015 (Retail Jewellers Outlet Category) awarded to Kalyan Jewellers.
11. Best Industry award for 2017 (Veg Hotel Category) awarded to Adyar Anand Bhavan.
12. Best Industry award for 2017 (Non-Veg Hotel Category) awarded to Dindigul Thalappakatti Hotels Pvt. Ltd.

CARREIER GUIDENCE IN TV AND MEDIA

1. Career guidance for Technical Education students through Jaya TV Live programme. on 4th November 2008,12 to 1.P.m
2. Career guidance for Technical Education students through Jaya plus TV Live programme. on 4th November 2008 at 2 to 5.P.m
3. Career guidance for Management Education students through Win TV programme. on October 17th 2008 at 3 to 4.P.m
4. Civil Service awareness programme through Pothigai Channel on 15th June 2009, Chennai
5. Hosted the program “Santhithavellai” program organized by Kalaignar TV on Recent trends in education August 10th, 2010
6. Hosted the program Santhithavellai” program organized by Kalaignar TV on Management education on August 15th,2010
7. Hosted the program Santhithavellai” program organized by Kalaignar TV re telecast on Management education on September 26th ,2010
8. Hosted the program Santhithavellai” program organized by Kalaignar News Channel on Career guidance and motivation on October 10th, 2010
9. Hosted a program on “Management and Higher Education” for Kalaignar News Channel – Live telecast on 18th December 2010.
10. Hosted a program on “Management and Higher Education” for Kalaignar News Channel –Live telecast on 14th Jan 2011.
11. Hosted a program on “Engineering and Management highereducation” forKalaignar News Channel –Live telecast on 22nd May 2011
12. Guest Appearance and discussion on “Higher Education in India” for KaalaiVannakam - Makkal TV on 31st May 2011
13. Guest Appearance and discussion on “Higher Education in India” for KaalaiVannakam - Makkal TV re telecast on 2nd June 2011
14. Hosted a program on “Engineering and Management highereducation” forKalaignar News Channel –Live telecast on 19th June 2011
15. Hosted a program on “Engineering and Management highereducation” forKalaignar News Channel –Live telecast on 17th July 2011

16. Hosted a program on “Engineering and Management higher education” for Kalaaignar News Channel –Live telecast on 6th August 2011
17. Hosted a program on “Engineering and Management higher education” for Kalaaignar News Channel –Live telecast on 20th August 2011
18. Hosted a program on “Placement opportunities for Engineering” for Kalaaignar News Channel –Live telecast on 9th October 2011
19. Hosted a program on “Placement opportunities for Engineering ”for Kalaaignar News Channel –Live telecast on 31st December 2011
20. Hosted a program on “Placement opportunities for Engineering ”for Kalaaignar News Channel –Live telecast on 15th January, 2012
21. Hosted a program on “Engineering and Management career awareness” for Kalaaignar News Channel – Live telecast on 1st April, 2012
22. Hosted a program on “Commerce and Finance related Courses for students” for Kalaaignar News Channel – Live Telecast on 8th April, 2012.
23. Hosted a program on “Management Programme and Employment Opportunities in India and Abroad with Dr.Bala V. Balachandran, Founder & chairman Great Lake Institute of Management” for Kalaaignar News Channel – Live Telecast on 14th May, 2012.
24. Last 10 years, organizing entrepreneurial awareness and development programme for Engineering and Non Engineering Students in Tamil Nadu level.
25. Hosted a program on “Career guidance” for Kalaaignar News Channel – Live telecast on 31st , December 2011
26. Hosted a program on “Career guidance” for Kalaaignar News Channel – Live telecast on 14th, January 2012.
27. Hosted a program on “Career guidance” for Sathiyam TV – Live telecast on 16th, May 2012.
28. Hosted a program on “Career guidance” for Sathyam TV – Live telecast on 19th, May 2012.
29. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 26th, May 2012.
30. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 2nd, June 2012.

31. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 2nd, June 2012.
32. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 9th, June 2012.
33. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 16th, June 2012.
34. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 23rd, June 2012.
35. Hosted a program on “ENA THEERVU” for Sathyam TV – Live telecast on 30th, June 2012.
36. Hosted a program on “Engineering Education Opportunities In Karnataka” for Kalaignar News TV – Live telecast on 15th, July 2012.
37. Hosted a program on “vetrikuvazhi” – Abroad Education and Employment Opportunities for Kalaignar News TV – Live telecast on 11th, August 2012.
38. Hosted a program on “vetrikuvazhi”- career guidance for value added course for Kalaignar News TV – Live telecast on 8th , September 2012.
39. Hosted a program on “vetrikuvazhi”- career guidance for value added course for Kalaignar News TV – Live telecast on 13th, October 2012.
40. Hosted a program on “karkakasada”- career guidance for management for Pudhiy a thalaimurai News TV – Live telecast on 28th, April 2013.
41. Hosted a program on “After +2 ENNA PADIKALAM”- guidance for Plus Two Students for CAPTAIN TV – Live telecast on 9th, May 2013.
42. Hosted a program on “UGC regulation for social science research and Eligibility of Distance Education Students for Employment in Tamil Nadu”- for Pudhiyathalaimurai News TV
43. Hosted a program on “Pros and cons of CCTV in educational institutions”- for CAPTAIN TV – Live telecast on August,2013
44. Hosted a program on “Pros and Cons of Usage of mobile phones by students”- for CAPTAIN TV – Live telecast on September, 2013
45. Hosted a program on “Impact of un employment and committed suicide”- for CAPTAIN TV – Live telecast on September, 2013

46. Hosted a program on “ ENA THEERVU” in the topic of “Management course entrance examination – MAT, CMAT,CAT,TANCET”- career guidance for students for Thanthi TV – Live telecast on August,2013
47. Hosted a program on “vetrikuvazhi”- for MBA and Engineering course employment opportunities in India and Abroad- career guidance for value added course for Kalignar News TV – Live telecast on July, 2013
48. Hosted a program on “vetrikuvazhi”- for Banking and Insurance course employment opportunities in India - career guidance for value added course for Kalignar News TV – Live telecast on August, 2013
49. Hosted a program on “vetrikuvazhi”- for polytechnic and nursing course employment opportunities in India and Abroad- career guidance for value added course for Kalignar News TV – Live telecast on September, 2013
50. Hosted a program on “Theervu Enna”- for Engineering course employment opportunities in for Makkal TV –telecast on May,2013
51. Hosted a program on “vetrikuvazhi”- for Medical course employment opportunities in for Makkal TV –telecast on May, 2013
52. Hosted a program on “vetrikuvazhi”- for Arts and Science course employment opportunities in for Makkal TV –telecast on June, 2013
53. Hosted a program on “vetrikuvazhi”- for Management course employment opportunities in for Makkal TV –telecast on June, 2013
54. Hosted a program on “Sun storm and its impact ”- for CAPTAIN TV – Live telecast on December, 2013
55. Hosted a program on “corruption and its Impact on economy”- for CAPTAIN TV – Live telecast on January, 2014
56. Hosted a program on “Adathaezaku” –MBA course and Employment Opportunities for Kalaighar News TV – Live telecast in November 2013.
57. Hosted a program on “AdathaEzaku” – Polytechnic Education and Employment Opportunities for Kalaighar News TV – Live telecast in December 2013.
58. Hosted a program on “AdathaEzaku” –Engineering course and employment opportunities for Kalaighar News TV – Live telecast on 24th January 2014

59. Hosted a program on “KARKA KASADARA” – TANCET Examination for PUTHIYA THALAIMURAI TV –telecast on 25th January 2014
60. Hosted a program on “VANGA PESALAM” – “Students Discipline and its impact” for Captain TV –telecast on 28th February 2014
61. Hosted a program on “VANGA PESALAM” – “Students Discipline and its impact” for Captain TV –telecast on 6th March 2014
62. Hosted a program on “NAMMA VIRUDHUNAR” – “Indian Higher Education” for Doordharshan- Podighai TV–telecast on 1st March 2014
63. Hosted a program on “NAMMA VIRUDHUNAR” – “Indian Higher Education” for Doordharshan- Podighai TV–telecast on 2nd March 2014(Retelecast)
64. Hosted a program on “VANGA PESALAM” – “+2 examination importance” for Captain TV –telecast on 24th February 2014
65. Hosted a program on Byte – “Parties prospectus in New Delhi parliamentary election 2014” forThanthi TV –telecast on 21th march 2014
66. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain TV –telecast on 1st April 2014
67. Hosted a program on “Vetri padikatu” – “Management Education and its Employment opportunities” for Thanthi TV telecast on 28th April 2014.
68. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain TV –telecast on 29th April 2014
69. Hosted a program on “karkakasadara” – “Engineering course opportunities for + 2 students” for Puthiyathalaimurai TV telecast on 2nd May 2014.
70. Hosted a program on “vetrikuvazhi”- for Engineering course and employment opportunities in for Makkal TV –telecast on 4 th May 2014
71. Hosted a program on “karkakasadara” – “Engineering courses and opportunities” for Puthiyathalaimurai TV telecast on 7th May 2014.
72. Hosted a program on “vetrikuvazhi”- for Engineering course and employment opportunities in for Makkal TV –telecast on 11th May 2014
73. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain News –telecast on 18th May 2014

74. Hosted a program on “karkakasada” – “Arts and science course and employment opportunities” for Puthiyathalaimurai TV telecast on 25th May 2014.
75. Hosted a program on “vetrikuvazhi”- for Engineering course and employment opportunities in for Makkal TV –telecast on 1st June 2014
76. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain Tv –telecast on 4th July 2014
77. Hosted a program on “Vetri padikatu” – “Management Education and its Employment opportunities” for Thanthi TV telecast on 6th July 2014.
78. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain Tv –telecast on 8th July 2014
79. Hosted a program on “ELAKU” – “Engineering course opportunities for + 2 students” for Captain News –telecast on 22nd July 2014
80. Hosted a program on “vivathameda” – “Engineering course Recession in Tamilnadu” for Kalignar News TV – Live telecast on 24th July 2014
81. Hosted a program on “ADUTHA ELAKU” – “MBA course and opportunities” for Kalignar News TV – Live telecast on 2nd August 2014
82. Hosted a program on “ADUTHA ELAKU” – “MBA course and opportunities” for Kalignar News TV – Live telecast on 30th August 2014
83. Hosted a program on “NAMMA VIRUDHUNAR” – “Indian Higher Education” for Doordharshan- Podighai TV–telecast on 12th September 2014
84. Hosted a program on “Vanga peaslam” – “Diwali celebration and its safety ” for Captain Tv –telecast on October 2014
85. Hosted a program on “AdathaEzaku” –Engineering students employability skills for Kalignar News TV – Live telecast on October 2014
86. Hosted a program on “Vanga peaslam” – “Sexual Harassment - Issues ” for Captain Tv –telecast on November 2014
87. Hosted a program on “AdathaEzaku” –Engineering course and employment opportunities for Kalignar News TV – Live telecast on November 2014
88. Hosted a program on “Vanga peaslam” – “Sexual Harassment - Issues ” for Captain Tv –telecast on December 2014

89. Hosted a program on “karkakasada” – “TANCET 2015” for Puthiyathalaimurai TV telecast on 26th February 2015.
90. Hosted a program on “Vanga peaslam” – “BUDGET 2015 Pros & Cons” for Captain Tv –telecast on 28.02.2015
91. Hosted a program on “ Ethanai Konam EthanaiParvai ” – “Malpractice during +2 exam” for Kalignar News TV – Live telecast on 22.03.2015
92. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 4.04.2015
93. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 15.04.2015
94. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 18.04.2015
95. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 19.04.2015
96. Hosted a program on “ADATHA ILAKU” for Kalignar News TV – Live telecast on 21.04.2015
97. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM ” – “” for News 7 – Live telecast on 25.04.2015
98. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7– Live telecast on 28.04.2015
99. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7– Live telecast on 30.04.2015
100. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 – Live telecast on 31.04.2015
101. Hosted a program on “KARKA KASADARA” for Puthiyathalaimurai – Live telecast on 4.05.2015
102. Hosted a program on “KARKA KASADARA” for Puthiyathalaimurai – Live telecast on 6.05.2015
103. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 – Live telecast on 9.05.2015

104. Hosted a program on “ADUTHA ILAKU” for Kalaighar News TV – Live telecast on 21.05.2015
105. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 TV – Live telecast on 21.05.2015(3 HRS)
106. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7– Live telecast on 30.05.2015
107. Hosted a program on “ADATHA ILAKU” for Kalaighar News TV– Live telecast on 31.05.2015
108. Hosted a program on “KARKA KASADARA” – “” for Puthiyathalaimurai – Live telecast on 5.06.2015
109. Hosted a program on KALOORI VASAL” for Thanthi TV – Live telecast on 12.06.2015
110. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 TV – Live telecast on 14.06.2015
111. Hosted a program on “ENGU PADIKALAM EPADI PADIKALAM” for News 7 TV – Live telecast on 18.06.2015
112. Hosted a program on “ADATHA ILAKU”- Engineering counseling 2015 for Kalaighar News TV– Live telecast on 4.07.2015
113. Hosted a program on “ADATHA ILAKU”- MBA & MCA counseling 2015 for Kalaighar News TV– Live telecast on 2.08.2015
114. Hosted a program on “ Career opportunities in Advertising field in Kalviyumvelaivaippim” for News 7 TV– Live telecast on 23.08.2015
115. Hosted a program on “ Skilled enough to get best jobs in Kalviyumvelaivaippim” for News 7 TV– Live telecast on 29.08.2015
116. Hosted a program on “ CAD is important for all engineer in Kalviyumvelaivaippim” for News 7 TV– Live telecast on 13.09.2015
117. Hosted a program on “Abroad job opportunities for MBA graduates in Kalviyumvelaivaippim” for News 7 TV– Live telecast on 20.09.2015
118. Hosted a program on “ How to succeed in competitive exam in Kalviyumvelaivaippim” for News 7 TV– Live telecast on 26.09.2015
119. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaighar News TV– Live telecast on 24.10.2016

120. Hosted a program on “Debate program ”- Examination Postponed During Flood for Kalaingar News TV– Live telecast on 28.12.2015
121. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 02.01.2016
122. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 20.01.2016
123. Hosted a program on “ Career guidance for + 2 students for Radio one – Live telecast on 2.03.2016
124. Hosted a program on “ Career guidance for + 2 students for News 7 – Live telecast on 21.03.2016
125. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 29.03.2016
126. Hosted a program on “ADATHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on 3.04.2016
127. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 11.04.2016
128. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 12.04.2016
129. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 14.04.2016
130. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 19.04.2016
131. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 21.04.2016
132. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 2.05.2016
133. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 5.05.2016
134. Hosted a program on “karkakasada ” at Thiruvannamalai for Puthiyathalaimurai on 06.05.2016

135. Hosted a program on “Opportunity for +2 students – Seithisudar ” for Doordarshan on 06.05.2016
136. Hosted a program on “Institutional infrastructure impact on quality in Nenjuporukathilaiprogram ” for Kalignar TV on 08.05.2016
137. Hosted a program on “ Dilution of engineering education quality” – Talk Show for Kalignar TV – Live telecast on June month 2016
138. Hosted a program on “Engineering education admission performance – Vivadha media Talk show ” for Sun News on June month 2016
139. Hosted a program on “ Career guidance for + 2 students for Radio one – Live telecast on June month 2016
140. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on June ,2016
141. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
142. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
143. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
144. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
145. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
146. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July ,2016
147. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on July , 2016
148. Hosted a program on “ADUTHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on August 2016
149. Hosted a program on “ADUTHA ILAKU”- Value added courses for Engineering students for Kalaingar News TV– Live telecast on August 2016

150. Hosted a program on “Nadanthuenna”- New education policy in India 2016 – Live telecast on Jaya plus on August 2016
151. Hosted a program on “Nadanthu Enna”- Tamilnadu government education scheme and budget allocation Live telecast on Jaya plus on September 2016
152. Hosted a program on “ Fisheries Science education Scenario in India on Arivu viruthi sei News 18 on September 2016
153. Hosted a program on “ADUTHA ILAKU “- Engineering Examination And Opportunities for Kalaingar News TV– Live telecast on October 2016
154. Hosted a program on “Koppium “- NEET examination for Raj TV– Live telecast on January 2017
155. Hosted a program on “ Nenjuporkathilai”- Talk show – New generation usage of Technology for Kalaingar News TV– Live telecast on January 2017
156. Hosted a program on “ Vangapesalam “ – JallikattuIssues for Captain TV– Live telecast on January 2017
157. Hosted a program on “ Vangapesalam “ – Budget 2017 - Debate for Captain TV– Live telecast on February 2017
158. Hosted a program on “ Vivadhamedai “ – HIB VISA ISSUES - Debate for Sun News – Live telecast on March 2017
159. Hosted a program on “ ArasiyalSthurangam “ – Students suicides in Educational Institution - Debate for Captain TV– Live telecast on February 2017
160. Hosted a program on “ ArasiyalSthurangam “ – World To 100 education Institution ranking - Debate for Captain TV– Live telecast on 3rd march 2017
161. Hosted a program on “ KARUTHU KALAM “ – Students discussion on employment or education for Doordarshan – Live telecast on 4th march 2017
162. Hosted a program on “ Arivaiviruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 3rd march 2017
163. Hosted a program on “ Karkakasadra”- TANCET Awareness program for Puthiyathaimaurai – Live telecast on 21st March 2017
164. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 5th Aril ,2017

165. Hosted a program on “ Arivaiviruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 10th April 2017
166. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 11th Aril ,2017
167. Hosted a program on “ Karkakasadra”- Career counseling for
168. +2 students for Puthiyathaimaurai – Live telecast on 13th April 2017
169. Hosted a program on “ Arivaiviruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 17th April 2017
170. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 20th Aril ,2017
171. Hosted a program on “ Arivaiviruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 27th April 2017
172. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 29th Aril ,2017
173. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 1st May 2017
174. Hosted a program on “ Arivaiviruvu sei” Career guidance program for + 2 students - for News 18 TV– Live telecast on 3rd May 2017
175. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 11th May 2017
176. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 17th May 2017
177. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 23rd May 2017
178. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 25th May 2017
179. Hosted a program on “Vivadhamedai ”- Can we revised syllabus for school education Sun news – Live telecast on 12th may 2017
180. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 29th May 2017

181. Hosted a program on “ Education motivational program ”- for BIG FM – Live telecast on 18th June 2017
182. Hosted a program on “ + 2 Result analysis ”- for Jaya TV – Live telecast on June 2017
183. Hosted a program on “ENA PADIKALAM ENGU PADIKALAM ”- for News 7 TV– Live telecast on 1st June 2017
184. Hosted a program on “ Karkakasadra”- Career counseling for
185. +2 students for Puthiyathaimaurai – Live telecast on 13th June 2017
186. Hosted a program on “Ethanaikonamethanaiparvai”- NEET Examination confusion and conflict for Kalignar news – Live telecast on 15th June 2017
187. Hosted a program on “Ungalalmudiyum ”- Career guidance program in Dinamalar Web tv – Live telecast on 15th June 2017
188. Hosted a program on “Vivadhamedai ”- Teachers performance and students admission in government school for Sun news – Live telecast on 7th July 2017
189. Hosted a program on “Ethanaikonamethanaiparvai”- Reframing school education policy and quality in Tamilnadu for Kalignar news – Live telecast on 11th July 2017
190. Hosted a program on “ YavaramKeleer”- Post war and development of srilankan Tamil People for Dan TV – Live telecast on 23rd July 2017
191. Hosted a program on “ Nenjuporkathilai”- Talk show”- Education Institution Infrastructure and Quality of education for Kalignar TV – Live telecast on 13 th August 2017
192. Hosted a program on “Vivadhamedai ”- NEET Exemption for Tamilnadu + 2Students for Sun news – Live telecast on 14 th August 2017
193. Hosted a program on “Achamillai”- Supreme Court intervention in Tamilnadu Medical admission for Makkal TV – Live telecast on 17th August 2017
194. Hosted a program on “Vivadhamedai ”- Impact of NEET examination and students committed suicide for Sun news – Live telecast on 1st September 2017
195. Hosted a program on “Ethanaikonamethanaiparvai ”- Impact of NEET examination and students committed suicide for Kalignar news – Live telecast on 2nd September 2017
196. Hosted a program on “MAANAVARE MAANAVARE ”- for Kaveri news – Live telecast on 2nd September 2017

197. Hosted a program on “Vivadhamedai ”- Tamilnadu government Initiating to work on Novadhaya school for Sun news – Live telecast on 11th September 2017
198. Hosted a program on “EnthaiyumThaaym ”- for DoordarshanPodigai– Live telecast on 18th September 2017
199. Hosted a program on “Koppium- Students involved in violence and its consequences ”- for Raj TV– Live telecast on 11th October 2017
200. Hosted a program on “Achamillai”-New regulation for the appointment of vice chancellor in Tamilnadu for Makkal TV – Live telecast on 13th December 2017
201. Hosted a program on “Ethanaikonamethanaiparvai ”- NEET In Tamilnadu for Kalignar news – Live telecast on 22nd January 2018
202. Hosted a program on “Achamillai”- Vice Chancellor Corruption inTamilnadu for Makkal TV – Live telecast on 5th February 2017
203. Hosted a program on World Mother language day for Makkal TV – telecast on 21st February 2017
204. Hosted a program on “TamilNadu General Election 2021” Poll Performance and Political change Movement for sathyam TV on 6th April 2021.
205. Hosted a program on “Second Wave of COVID-19” and its impact in quality of online teaching and learning effectiveness for students News7 Tamil on 16th April 2021.
206. Hosted a program on discussion about +2 Examination during COVID-19.for Sathiyam TV on 26th May 2021.
207. Hosted a program on discussion about +2 mal’s formula framed by Ministry of School education Govt of Tamilnadu for SunNews on 26th June 2021.
208. Hosted a program on +2 marks formula, its right or wrong for tamilnadu secondary school during COVID19 critical situation for News7 Tamil on 27th June 2021.
209. Hosted a program 360 degree news Analysis program discussing AICTE introducing Engineering program in seventh mother tongues including Tamil language for Puthiyathalaimurai TV on 28th May 2021.
210. Hosted a program discussion on schools and colleges reopening during COVID19.for News18 on 31st August 2021.
211. Hosted a program Makkal Manasu pertaining to the educational institutions reopens during COVID19. For Sathiyam TV on 31st August 2021.

212. Hosted a program NEET Exam Participated on Times Mirror TV for 2nd September 2021.
213. Hosted a program NEET Bill passed in TamilNadu Assembly on Sathyam TV for 13th September 2021.
214. Hosted a program on makkalManasu Live on SathiyamTV 23rd September 2021.
215. Hosted a program on New Generation _ Self regulation& their movement in society on SathiyamTV 24th September 2021.
216. Hosted a program on NEET for Kalaigarnar News on 24th September 2021.
217. Hosted a program on Students discipline issues in travelling public transport and disturbing public on Sathiyam TV for 5th October 2021.
218. Hosted a program on 360-TNEA Engineering Counseling status 2021 for Puthiyathalaimurai on 11th October 2021.
219. Hosted a Program on “Sindhanai Kalam” on Kalignar News on 17th November 2021.
220. Discuss about Live Examination Vs Online Examination “NerpadaPesu” for PuthiyaThalaimurai on 18 th November 2021.
221. Hosted a Program on “Vivadhamedai” for Malai murasuseidhigal on 20th November 2021.
222. Hosted a Program on ”IllamThedi Kalvi” for Sathiyam Tv on 27th October 2021.
223. Discussion about “Makkal manasu” Reopening of schools in Tamilnadu for SathiyamTV on 13th October 2021.
224. Hosted a program on Students discipline issues in traveling public transport and disturbing public on Sathiyam TV for 5th October 2021.
225. Hosted a program on NEET for Kalaigarnar News on 29th September 2021.
226. Hosted a program on New Generation Self regulation& their movement in Society for Sathiyam Tv on 24th September.
227. Hosted a Program on Debate on NEET in TN Live Show on 29.12.2021
228. Hosted a Program on NEET & Social Justice in TN Live Show on 07.01.2022
229. Hosted a Program on “Career Guidance” for Jaya Plus Telecast on 12 Jul 2022
230. Hosted a Program on “What Job What Qualification” for Jaya Plus Telecast on 11 Jul 2022.

231. Hosted a program on “How to Controlization of Drug and Drug product” for Sathiyam tv
Telecast on 25th Jun 2022
232. Hosted a program on “CUCET” for India Head Telecast on 12th Jun 2022
233. Hosted a program “67 lakhs of people are waiting for government job. What is the status
people who are waiting for a government job? What are the alternatives ways for job” for Zee
Tamil News Telecast on 16th Nov 2022.
234. Hosted a program “Continues layoff in IT industry. It will continue for other industries.
How to we face this?” for PuthiyaThalaimurai. Telecast on 24th Nov 2022
235. Hosted a program “Nampa School Scheme With Private Aid Dravida model or Delhi
model” for Zee Tamil News. Telecast on 19th Dec 2022
236. Hosted a program “Passing in Teacher eligibility test is low. Deficiency of Tamil Nādu
Education system? The skill of the Charioteer is low? For PuthiyaThalamurai Telecast on
23rd Dec 2022
237. Hosted a program “Case in supreme court against neet” for Jayaplust . Telecast on 20th
Feb 2023
238. Hosted a program “A waste of education in search of a home” “Will basic education be
strengthened in Government schools? For Thina Malar Telecast on 15th Feb 2023.
239. Hosted a program “Career Guidance “for New 7 channel telecast on 24.04.2023
240. Acted as a panel member for Debate discussion on Tamil Nadu state government budget
2023 in kalager new on 22.04.2023.
241. Hosted a program “Governor, you are imposing your own opinion” for Sathiyamseithigal
telecasted on 14th august, 2023.
242. Hosted a program “ chief minister’s nutritious program to provide breakfast to children in
all primary schools” for Namathuseithigal telecasted on 25th august, 2023.
243. Hosted a program “vice-chancellor’s selection committee violated the rules in divorce”
for SathiyamSeithigal telecasted on 8th september, 2023.
244. Hosted a program “even if you score zero, you can study medicine, is NEET still
necessary?” for Jaya plus telecasted on 21st September, 2023.
245. Hosted a program “27 students committed suicide in a single year, not only training for
NEET exams but also taking lives” for KalaingarSeithigal telecasted on 08th October, 2023

246. Career guidance for +2 Students through DinamalarVazhikatti at Pondicherry on Sunday 31st March 24
247. Hosted a program on “Lok Sabha Election Polling” organized by Vendar TV telecast on 19th April 2024
248. Hosted a program on “Vellai VaipugalNirainthaKazhai, ArivialPadipugal” organized by PuthiyaThalaimurai, Chennai and live telecast on 5th May 2024
249. Hosted a program in News 18 TV “Engineering. & Techno arête program scope and Job opportunities” telecast on 9th May 2024
250. Hosted a program in PuthiyaThalaimurai Engineering. & Techno arête program scope and Job opportunities” telecast on 9th May 2024
251. Hosted a program on “KazhaiSarntha Ulla PadipugalEnna” organized by PuthiyaThalaimurai live telecast on 13th May 2024
252. Hosted a program on “UchamThodumKazhai, ArivialPadipugal” organized by ABP Nadu on 16th May 2024
253. Hosted a program on “TamizhagaPaadatitamum - AllunarinVimarsanamum” organized by Sathiyam TV telecast on 30th May 2024
254. Hosted a program on “Is NEET examination rigged?” organized by Sathiyam TV telecast on 27th June 2024
255. Hosted a program on “Tamizh Puthalvan” organized by Sathiyam TV telecast on 9th August 2024
256. Hosted a program on “VarungaalaMannargalukuVazhiKaataAllillaiya” organized by DinamalarOraikal on 2nd Sept 2024
257. Hosted a program on “Tamil Natiruku Needhi Odhukathathu En” organized by Sathiyam TV telecast on 9th Sep 2024
258. Hosted a program on “MagavishnuMeedhuGundar Sattam” organized by DinamalarOraikal telecast on 9th Sept 2024
259. Hosted a program on “Monthly stipend scheme INR 10000 for Government school students in Tamil Nadu” for Sathyam TV on 9th August 2024.
260. Hosted a program on “Sathiyam Sathiyama” – for Sathyam TV – Live telecast on 18th June 2024.
261. Hosted a program on “Sathiyam Sathiyama” – for Sathyam TV - Live telecast on 09th

August 2024.

262. Hosted a program on “Pothai Ulagil Manavargal Varungala Mannargaluku Vali Katta Aalillaya?” – for Dinamalar Uraikal – Live telecast on 02nd September 2024.
263. Hosted a program on “Sathiyam Sathiyama” – for Sathyam TV – Live telecast on 09th September 2024.
264. Hosted a program on “ Yen Endra Kelvi” - for Jaya Plus – Live telecast on 21st September 2024.
265. Hosted a program on “Kuzhpathil Thaniyaar Palligal! Yentha Kalvikkolkaiyai Pinpatra Vendum?” – for Dinamalar Uraikal – Live telecast on 30th September 2024.
266. Hosted a program on “Sathiyam Sathiyama” – for Sathiyam TV – Live telecast on 11th October 2024.
267. Hosted a program on “Porul Puthithu” – for News 7 Tamil – Live telecast on 14th October 2024.
268. Hosted a program on “16+ Mattume Social Media” – for Dinamalar Uraikal – Live telecast on 08th November 2024.
269. Hosted a program on “Manavar Manasu Pugaar Petti!” – for Dinamalar Uraikal – Live telecast on 13th November 2024.
270. Hosted a program on “Sathiyam Sathiyama” – for Sathyam TV – Live telecast on 21st December 2024.
271. Hosted a program on “Mahavishnu meedhu Gundar Sattam?” – for Dinamalar Urkaikal – Live telecast on 09th September 2024.
272. Hosted a program on “Irrandaam Vagu Tamizhum Ettam Vagupu Arivum” - for Dinamalar Uraikal – Live telecast on 31st January 2025.
273. Hosted a program on “Oru Seithi Pala Konangal” – for Malai Murasu Seithigal – Live telecast on 08th January 2025.
274. Hosted a program on “Sathiyam Sathiyama” – for Sathiyam TV – Live telecast on 08th January 2025.
275. Hosted a program on “UGC New Regulations for VC Appointment in State University” – for Sathyam TV – Live telecast on 12th January 2025.
276. Hosted a program on “Sathiyam Sathiyama” – for Sathiyam TV – Live telecast on 11th March 2025.

INTERNATIONAL CONNECT

- UAE
- Indonesia
- Thailand
- Sri Lanka
- Malaysia
- Singapore
- Hong Kong
- China
- Macau
- Nepal

PERSONAL DETAILS

Nationality : Indian

Religion : Hindu

Address for Communication : Plot No. 1, Agathiyar Street, Durga Nagar, Sanitorium,
Chennai -47, Tamilnadu, India

E-Mail ID : maran.mba65@gmail.com

Place: Chennai

Date:

Signature
(Dr.K.Maran)